

The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910

NOVEMBER, 1952

Lynn's TAILORS & CLEANERS
2913 1 DAY LAUNDRY

5 HOURS
DRY CLEANING

RESTYLING

REPAIRS

OPEN

Efficient operation on three levels... Page 38

Number of pieces base of tag system... Page 44

Invoice stubs eliminate route sheets... Page 60

Drycleaning method for rug volume... Page 74

LEFT: Groggy mannequin is buried at Lynn's Tailors & Cleaners combats tourists in Phoenix, Arizona, sphere to leave cleaning. See page 24

Unitarily Microfilms
313 North First Street
Ann Arbor, Michigan

24

2 reasons why it pays
to use **HYFLO** in your
Charged System Cleaning:

**Garments come
cleaner . . .**



**. . . and you increase
detergent efficiency, too!**

Even your most particular customers will sit up and take notice of the exceptional cleanliness and fine finish of their garments when you use Hyflo® in your Charged System. And this "extra touch" will actually cost you *less* money because Hyflo keeps detergents working longer and harder.

Hyflo, you see, does not remove active detergents . . . so that a high soap concentration is maintained all during the washer run. During the rinse, this high speed filter powder removes any remaining insoluble dirt. Thus garments come cleaner . . . and you increase detergent efficiency, too.

Hyflo is a filter powder with characteristics specially suited to Charged System requirements. Particle fineness is just right for trapping all dirt (lint, dust, and other solids) . . . while the crystal-clear solvent and detergent pass freely through the cake that builds up on the screen.

To get all the facts about Hyflo—how it can be used to increase the efficiency of your filtering system and save money too—ask your dealer for a copy of the brand-new Sixth Edition of the 52-page Dry Cleaners' Handbook. It's yours without cost or obligation. Johns-Manville, Box 60, New York 16, New York.

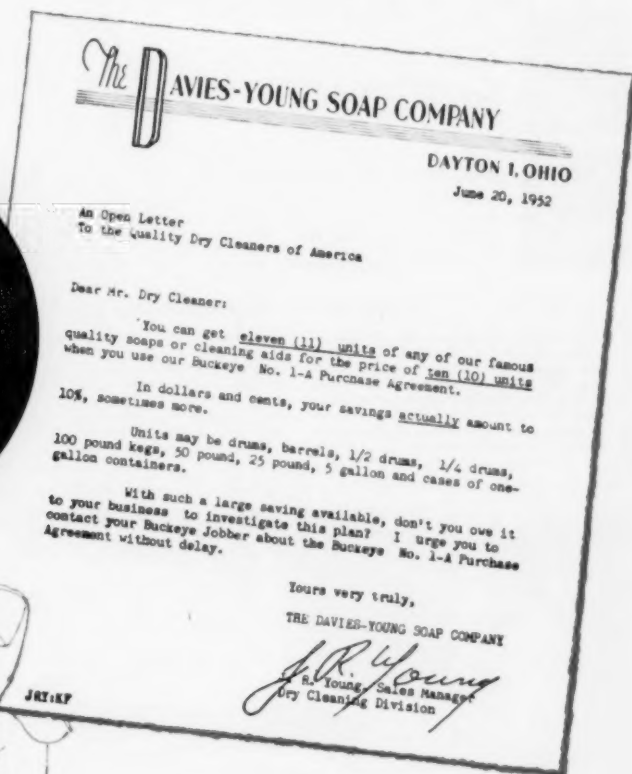
*Reg. U. S. Pat. Off.



Johns-Manville **HYFLO** the original
high speed Filter Powder

SAVE 10% on America's Finest Quality Dry Cleaning Soaps, Spotters and other cleaning aids!

with
BUCKEYE
NO. 1-A
purchase agreement



Quality-minded, thrift-conscious dry cleaners all over America are using Buckeye's "No. 1-A Purchase Agreement" to SAVE 10% on all their purchases of Buckeye dry cleaning soaps, spotters and cleaning aids. There's no time limit, no price contract involved. Ask your jobber salesman for complete details on Buckeye's No. 1-A Purchase Agreement right away, or write Dept. NCD 1152.

The DAVIES-YOUNG SOAP CO.

BOX 995 DAYTON 1, OHIO

QUALITY PRODUCTS FOR DRY CLEANER & LAUNDRY SINCE 1844

These Plain, Hard Facts Prove It...

You save from start to finish with CHEVROLET ADVANCE-DESIGN TRUCKS

Fact No. 1

THEY LIST FOR LESS

Chevrolet trucks list for less than any truck with comparable specifications that can handle an equal payload. Yet your money buys a combination of great truck features that you'll find only with Chevrolet. And that means value unmatched by any other truck in its field.

Fact No. 2

OPERATING COSTS SAVE YOU MONEY

Chevrolet's time-proved Thriftmaster and Loadmaster Valve-in-Head engines are famed for fuel, oil and upkeep economies. Extra-rugged frame, hypoid rear axle, Flexi-Mounted cab, and other features keep the truck rolling for many thousands of low-cost miles.

Fact No. 3

A MODEL THAT'S RIGHT FOR YOUR JOB

With Chevrolet's wide range of models, there's never the problem of "too little" or "too much" truck for the job. Each truck is factory-matched to its job. Standard body on standard chassis, or standard chassis for a special body, there's a Chevrolet truck to cut your costs.

Fact No. 4

YOUR INVESTMENT EARNS A HIGHER RETURN

Big demand for Chevrolet trucks means a traditionally higher price when you trade your Chevrolet for a new one. You save money all the way with a Chevrolet—from the day you buy it until the day you trade it. See your Chevrolet dealer now—and save!

CHEVROLET ADVANCE-DESIGN TRUCK FEATURES

TWO GREAT VALVE-IN-HEAD ENGINES—Loadmaster or the Thriftmaster—to give you greater power per gallon, lower cost per load • POWER-JET CARBURATOR—for smooth, quick acceleration response • DIAPHRAGM SPRING CLUTCH—for easy-action engagement • SYNCHROMESH TRANSMISSION—for fast, smooth

shifting • HYPOID REAR AXLE—for dependability and long life • TORQUE-ACTION BRAKES—on light-duty models • PROVED DEPENDABLE DOUBLE-ARTICULATED BRAKES—on medium-duty models • TWIN-ACTION REAR BRAKES—on heavy-duty models • DUAL-SHOE PARKING BRAKE—for greater holding ability on heavy-

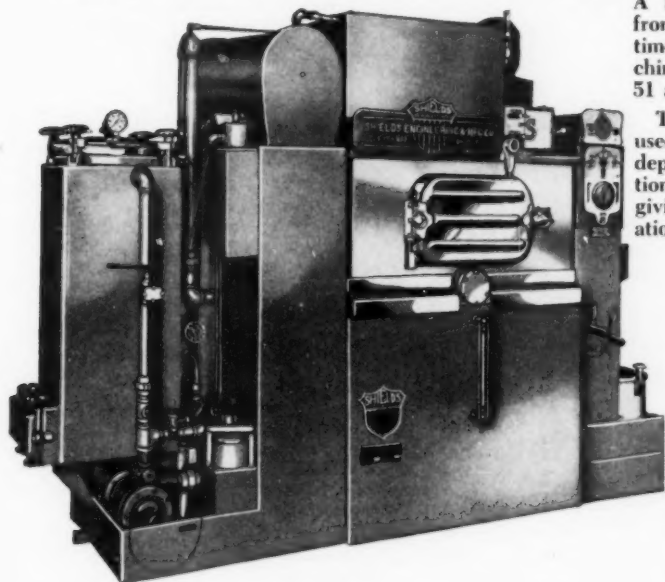
duty models • CAB SEAT—with double-deck springs for complete riding comfort • VENTILATION—panels—for improved cab ventilation • WIDE-BASE WHEELS—for increased tire mileage • BALL-TYPE STEERING—for easier handling • UNIT-DESIGNED BODIES—for greater load protection • ADVANCE-DESIGN STYLING—for increased comfort and modern appearance.

CHEVROLET DIVISION OF GENERAL MOTORS, DETROIT 2, MICHIGAN



SHIELDS LEADS AGAIN

... WATER REPELLENT TREATMENT INCORPORATED INTO OPERATING CYCLE



A Special Attachment, requiring from 6 to 10 minutes operating time, is available on all new machines as well as for all Shields R-51 and R-51A Models now in use.

The same attachment can be used with moth proofing or for independent soap batch runs. Solutions are used over and over again, giving further economy in the operation of the Unit.

SHIELDS SYNTHETIC DRY CLEANER With RECOVERY

Also features—

- * 50-pound load capacity.
- * 40-minute cycle.
- * Washer, cylinder, condenser of Monel metal with bronze fittings.
- * Vibration-proof construction.
- * 1800-GPH Continuous filtration.
- * 40-GPH Independent distillation.
- * Simplified, easy filter change. Muck taken out dry.
- * 2 1/2" dump valve.
- * Injector emulsifies soap and solvent.
- * Economical, foolproof and automatic operation.
- * Extra reserve tank for rinsing and balancing solvent in system.
- * All parts easily accessible without dismantling unit.
- * Rugged, compact unit operates quietly under critical load conditions.
- * A PRIZE PACKAGE delivered completely assembled—34" x 88" x 78" high—enters through 35" door opening.

EXCEPTIONAL ECONOMY OF TIME AND SPACE.

- ★ Easy operation—Washes, Drains, Extracts, Recovers Solvent and Dries Garments in continuous Automatic Cycle—while operator does other useful work.
- ★ The Shields Unit occupies only 22 sq. ft. of floor space.
- ★ Remember, with SHIELDS R-51A AUTOMATIC CHAMPION PERCILOR UNIT Garments Go in Dry and are Taken out Dry.
- ★ COMPARE AND YOU'LL BUY A SHIELDS—THAT'S WHAT MANY LEADING DRY CLEANERS ARE DOING. NO INCREASE IN PRICE OF UNIT.



Shields

ESTABLISHED 1915

ENGINEERING AND MANUFACTURING CO.

273 EAST 156th ST. • CLEVELAND 10, OHIO

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VOLUME FORTY-THREE

NOVEMBER NINETEEN HUNDRED AND FIFTY-TWO

NUMBER ELEVEN

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Published monthly by the Trade Paper Division of The Reuben H. Donnelley Corporation, publication address, 109 W. Chestnut Street, Lancaster, Pa. Established 1910. Member Audit Bureau of Circulations. Gaylord Donnelley, Chairman of the Board; David L. Harrington, President and Chairman of the Executive Committee; Curtis E. Frank, Executive Vice President and General Counsel; Albert M. Andersen, Executive Vice President; J. Aubrey Hope, Harold P. Harper, Donald R. Arnold, Vice Presidents; Harry W. Warner, Secretary-Treasurer. Changes of address should reach us at least one month in advance to assure getting your copy regularly. Subscriptions: United States and Canada: \$4.00 per year in advance; foreign countries in Postal Union, \$6.00. Single copies: United States and Canada: 50 cents; foreign: 75 cents; Guidebook issue, \$1.00.

Editorial, Executive and General Advertising Offices, 304 E. 45th St., New York 17, N. Y. Telephone: Oregon 9-4000

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Midwestern Advertising Offices, 20 N. Wacker Drive, Chicago 6, Ill.; Telephone: Franklin 2-9568-67
 Edward W. Korbel, Manager.

Our editorial department gained in stature recently. The latest addition to the staff is also the tallest. Gene Bennett, our new associate editor, in case you've seen him around already, is the big dark-haired fellow of serious demeanor, a disarming grin and sense of humor.

Here's Gene



Gene is also one of the many newspaper men who are finding the business-paper field an intensely interesting and satisfying way of life, if you like to get around the country. He must like to travel for he's done a bit, both on his own and for Uncle Sam.

Starting from Brooklyn, New York, he served with the U. S. Air Force in India and China. On his return to civilian life, he enrolled at the University of Wisconsin, from which he was graduated with a journalism degree. There followed editorial and reporting stints on newspapers in Reading and Pottstown, Pennsylvania, then in Staunton and Roanoke, Virginia.

Already a competent reporter and photographer, Gene has been rapidly acquiring a fund of basic knowledge of the drycleaning industry. In fact, when we asked him to prepare that "Speech for Drycleaners" on page 78 of last month's NATIONAL CLEANER & DYER, we had hoped he would be able to bridge the gap between the cleaners' overfamiliarity with their own problems and the layman's complete ignorance of such problems. But it was too late! Gene was already thinking in cleaners' terms and psychology.

You're likely to be seeing him most any day now, in the Eastern section of this country. In the past few months he has already represented this paper and *Starchrom Laundry Journal* in Buffalo and Toronto, in Pittsburgh, in Washington, D. C., and in Richmond, Virginia.

Yes, Brooklyn is a gloomy place these days. Gene'll be happy to travel.—W. R. P.

The CHARGED SYSTEM produces uniform results after repeated use

**ONLY when the charge itself
is maintained
at uniform concentration**

IN THE "CHARGED SYSTEM" version of the SSS the solvent in the washer-trap-filter assembly is activated with a $\frac{3}{4}\%$ solution of FORMULA 886. This introduces eleven times as much active ingredient as introduced by the old conventional 1 ounce per pound of a 1-1-1 moisture stock of filter soap.

The advantage from the use of eleven times as much active ingredient is evidenced by the increase in pass-ups and the tremendous reduction in wet-cleans. Reflectometer readings of control swatches offer equally convincing evidence of the superior insoluble soil removal and whiteness retention.

The key to the success of the "Charged System" version of the SSS lies in the STRONG SOAP TESTING KIT made available by STREET's in the spring of 1951. Prior to that time the method was impractical because the operator had no way of determining the percent active ingredient in his filtered STRONG SOAP SOLUTION after repeated use. Non-uniformity in the concentration of the STRONG SOAP SOLUTION meant non-uniformity in results.

After STREET's introduced this method of testing, which enables any cleaning-room worker to measure with laboratory accuracy the exact percent of FORMULA 886 in his system at any given time, the "Charged System" version of the SSS swept the country.

During its spectacular rise to prominence between the spring and fall of 1951, there were skeptics who branded the process as "just another promotional scheme" and some predicted that it would "pass out of existence by the first of the year."

Instead, 18 months after the introduction of STREET's SSS TESTING KIT, the "Charged System" version of the SSS is more firmly entrenched than ever.

Now other soap makers have decided to capitalize on the progress which has been made, but cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886. And the imitation test kits are lacking in accuracy or practicability.

Recognizing that STREET's product and STREET's methods are long past the experimental stage, cautious operators by-pass all costly experimentation by calling on STREET's to set up the "Charged System" in the manner best suited to their individual plants.

A staff of 35 field technicians, each an expert in all phases of the SSS, is ready to serve. Address your request for service to R. R. STREET & Co., INC., 561 W. Monroe St., Chicago 6, Illinois.

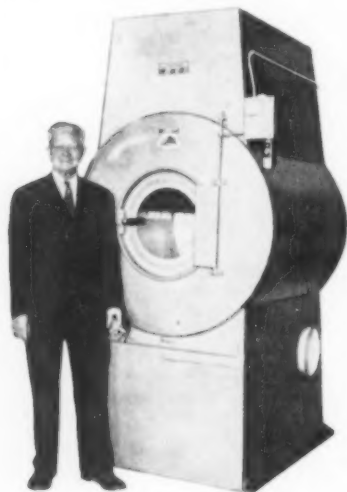
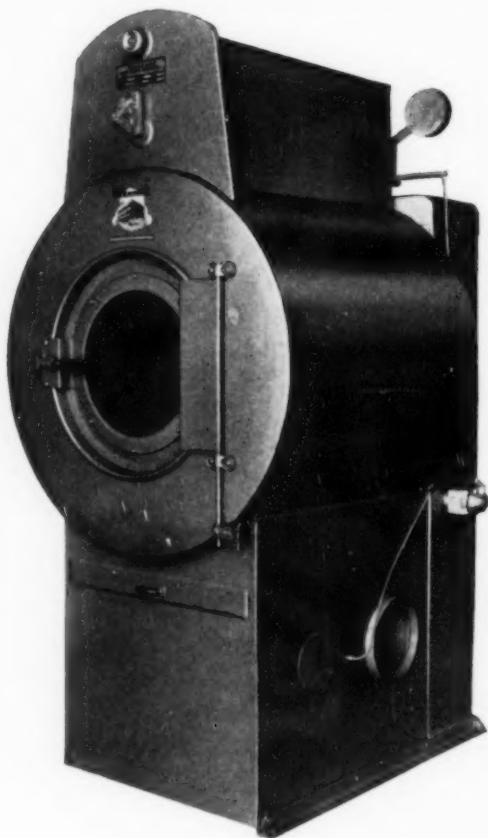
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GOOD-BYE TO SLOW DRYING!

with the new
HAMMOND
"1953"
OPEN END TUMBLER

This truly remarkable new machine combines all of the outstanding features of previous Hammond models with an entirely new construction that makes the "1953" Tumbler far more rugged. The re-designed greatly increased door diameter means faster loading and unloading. Increased air flow and built-in lint trap . . . drive completely enclosed and operating in oil bath . . . plus superior drying speed will make the Hammond "1953" Open End Tumbler your choice this year and every year.

Hammond Open End Tumblers have proven by actual tests to be more thorough, faster, and easier on fabrics. Famous the world over for low operating and maintenance costs during years of uninterrupted service.



FOR ADDED CAPACITY THE NEW "44"

This new 100 pound capacity Hammond "44" Open End Tumbler with the world famous Hammond mechanical reverse now gives you a large capacity tumbler with greater speed plus . . . exceptional drying performance . . . more than Two Pounds of Moisture Per Minute.

Features include

★ **Heavy Cylinder Trunnion**

A lifetime of smooth operation. A Hammond trunnion has never sagged or broken.

★ **Tapered Timken Bearings**

Your maintenance worries are practically eliminated. Hammond Tumblers built in 1935 are still in operation with original bearings.

★ **Double Shaft Motor**

Fan and V-belt mounted on motor shafts direct . . . eliminates gear reducer and flex couplings.

SINCE 1911
Hammond
LAUNDRY-CLEANING MACHINERY CO.
WACO, TEXAS

ON THE SPOT?

(And Who Isn't Today)

**BECAUSE OF
THE CURRENT
FILTER POWDER SHORTAGE...**

SO-KLEEN Penetrant

Reg. U. S. Pat. Off.

IS YOUR ANSWER

BECAUSE IT IS THE CHARGE SYSTEM SOAP THAT YOU CAN USE WITH MAGNESOL, D.C. FILTROL OR ANY OTHER CLARIFYING FILTER AGENT

TIME-TESTED! OVER 10 YEARS OF PROFITABLE USE BY THE NATION'S CLEANERS HAVE PROVEN THAT SO-KLEEN PENETRANT IS ALWAYS YOUR BEST BET . . .

... IT'S EASIER TO USE!

Efficient SO-KLEEN PENETRANT has few and simple directions. Just charge your solvent, prepare and add the emulsion. That's it! You don't bother with demonstrations or test kits . . . and, eliminate guesswork.

... IT GIVES MAXIMUM PENETRATION!

Powerful SO-KLEEN PENETRANT thoroughly removes embedded grease, grime, and spots. It's not removed by filtration, and stays in to supercharge the solvent load after load, for uniform results. And, SO-KLEEN PENETRANT is odorless.

... IT SLASHES YOUR OVERHEAD!

Economical SO-KLEEN PENETRANT gives you a continuous, dual dry and moist action that reduces spotting and finishing. You get an enormous increase in "pass-ups" and your wetcleaning is minimized.

SO-KLEEN PENETRANT is still your best buy at only \$1.92 gal. (55 gal. drum), \$2.03 gal. (30 gal. $\frac{1}{2}$ drum), \$2.14 gal. (15 gal. $\frac{1}{4}$ drum). Shipped anywhere in the U. S.

FOR SYNTHETIC MACHINERY USERS—ASK FOR SO-KLEEN "SY" PERC CONTAINING PERCHLORETHYLENE AS A VEHICLE, FOR THE SAME SUPERIOR PENETRATION (slightly higher price).

ORDER TODAY (please list your jobber).

MERSON PRODUCTS CO. 63 Essex St., Jersey City 2, N. J.



STEAM MARKS

BY DAVIS

HERE IS WHY YOU GET STEAM MARKS..SHINE..HARSH FINISHING



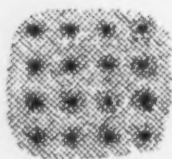
Steam holes in your Presshead are 1 inch apart. Steam, under high pressure, shoots through these holes

The jets of pressure steam drive straight through any copper screen or woven liner you may have used between Presshead and Grid Plate

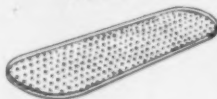
Steam, still under high velocity, continues directly through the Grid Plate ... strikes the Garment with full force ... Leaves steam marks one inch apart. (They're always there, even though you can't always see them!)

Steam goes through the Garment ... has no chance to distribute over the pressing area ... no opportunity to soften the Garment surface for proper pressing. Result: uneven finishing.

LOOK at your present liner screen ... You can see the marks of the presshead ports.



LOOK at the inside of your grid plate ... You can see where steam from the presshead has gone through the screen.



LOOK at your buck cover ... See those spots where steam came through from the head?

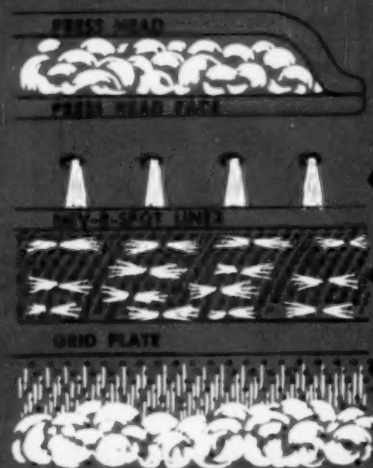


THE GARMENTS YOU FINISH GET MARKED, TOO! THAT'S WHY YOU NEED THE NEV-R-SPOT LINER

POSITIVELY

PREVENTS DIRECT STEAM-JET ACTION THAT LEAVES STEAM SPOTS ON GARMENTS

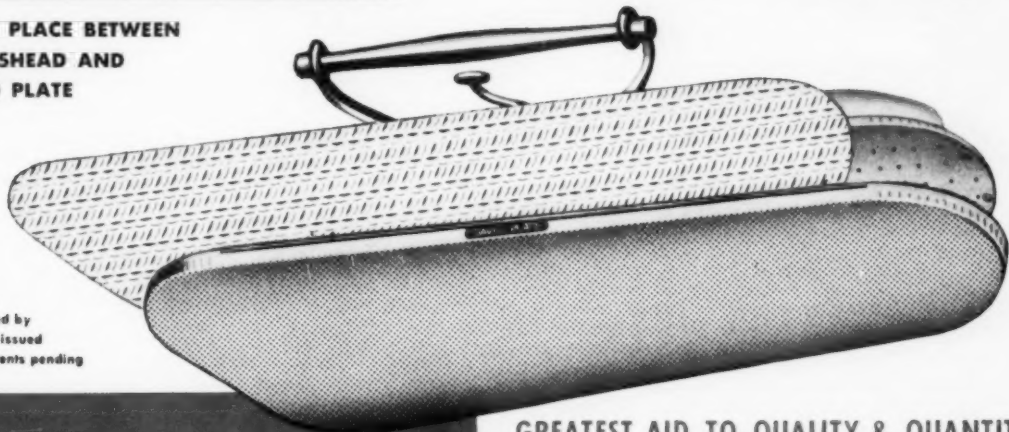
SENSATIONAL NEW LINER PLATE SPRAYS



Davis[®] SPECIALTIES,
© 1952

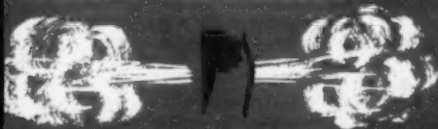
BANISHED FOREVER NEV-R-SPOT Liner Plate!

JUST PLACE BETWEEN
PRESSHEAD AND
GRID PLATE



Protected by
patents issued
and patents pending

DAVIS NEV-R-SPOT STEAM SIDEWAYS



Jets of steam leaving presshead hit the
NEV-R-SPOT liner plate

Steam is forced out sideways to spread like
a blanket inside the grid plate

Steam issues evenly from every perfora-
tion of the grid plate

STEAM IS PERFECTLY DISTRIBUTED
TO EVERY FIBRE UNDER
UNIFORM PRESSURE

GREATEST AID TO QUALITY & QUANTITY FINISHING SINCE THE GRID PLATE

FINER CONDITIONING AND PRESSING OF ALL FABRICS THAN EVER BEFORE POSSIBLE

Now, for the first time in cleaning history, you can press all garments, all fabrics, without steam marks. No longer need garments be subjected to the harmful and shine-producing jet action of steam under high velocity from the presshead.

Completely New . . . Completely Different! The Davis NEV-R-SPOT is a steam-diffusing liner plate to put between presshead and grid plate of all dry-cleaning presses. Thousands of tiny canopied openings spray the steam sideways to spread like a fluffy blanket over the entire inside surface of the grid plate before coming through its perforations.

Guaranteed to Eliminate Steam Marks! The NEV-R-SPOT ends the "hot spots" and "nickel marks" which have plagued cleaners for years. Fabrics are moistened more quickly, softened more evenly, because steam is not forced through by high velocity at points in line with the presshead ports (as occurs with copper screen or other mesh liners), while substantially missing all the areas between those points. Now, even novice pressers handle the most difficult fabrics with ease, because steam can only come through uniformly, gently, revivingly.

New Fabrics Demanded It! Dacron . . . Orlon . . . Nylon . . . Gabardine . . . all these may now be finished perfectly on presses. The NEV-R-SPOT Liner Plate lets less steam do more work, more effectively . . . gives all garments a firm, well-set finishing without an objectionable "pressed" look . . . keeps all fabrics alive, new-looking, with a new-like feel. NEV-R-SPOT is now available—for all makes and models of presses, for all grid plates. You need it . . . your finishing demands it.

ONLY
\$10⁹⁵ ea.
IN 38" TO
46" SIZES

**\$10⁴⁵ EACH, IN LOTS
OF 3 TO 5**

**\$9⁹⁵ EACH, IN LOTS
OF 6 OR MORE**

OTHER SIZES PRICED
PROPORTIONATELY

INC., CHICAGO 24, ILLINOIS

ORDER NOW FROM YOUR
SUPPLIER

LETTERS to the EDITOR

The Reader's Digest Replies

Dear Editor:

It was good of you to send us a copy of your editorial in *THE NATIONAL CLEANER & DYER*, commenting on "Be Your Own Drycleaner" in our August issue. As you have guessed, the article has brought forth several criticisms from drycleaners. We are glad to have your contribution to the discussion.

Some of the letters have suggested that since drycleaning is a highly skilled technique readers who follow our article's instructions may end up bringing their clothes to the cleaners in worse shape than they would otherwise be. This is, of course, a possibility, for there are admittedly certain individuals who are temperamentally incapable of following written instructions. And certainly there will be more complex stains that call for more complicated treatment than that described in the article.

It should be remembered though, that many people habitually do home cleaning and spot removal. To them this article, dealing with spot removal only, should be helpful. The suggestions it offers in general are similar to those furnished in "The ABC's of Drycleaning," the booklet you sent us. And C. Lester Walker urges the same caution in testing fabrics beforehand, taking care not to rub the spot, and rinsing the fabric afterwards. The four methods he outlines are the ones suggested by the York Research Corporation after exhaustive tests of many different preparations. We have every reason to believe they will prove effective, if used as directed in the article.

Readers who customarily send their clothes to a cleaner will hardly stop doing so because of our article. If they do temporarily, they're likely before long to slip back into the old, easier habit of dropping things off at the cleaner's. For drycleaning plants are, to quote an earlier *Reader's Digest* article, "today considered indispensable." The same article ("How to Get On with Your Dry Cleaner," September 1950 *Reader's Digest*) concluded as follows: "When you've found a good cleaner, you need have little fear for the life of your finest clothes." To this maxim we cheerfully subscribe!

MERLE CROWELL

Pleasantville, N. Y., Senior Editor, *The Reader's Digest*

Speaker Applauds Speech

Dear Editor:

Congratulations on the article, "A Speech for Drycleaners." It is very well done and will meet a need of long standing.

DR. DOROTHY SIEGERT LYLE
Director of Consumer Education
National Institute of Cleaning and Dyeing
Silver Spring, Md.

Can't Miss!

Dear Editor:

Please renew my subscription . . . I would not miss a single issue of the *CLEANER & DYER* for anything.
Dayton, Ohio

CHARLES MADIGAN

Good Cleaning Starts With Solvent

Dear Editor:

While reading the September issue of *THE NATIONAL CLEANER & DYER*, I made this note relative to page 74, No. 9:

"We suspect that too many cleaners are expecting miracles from their charged systems and two soap set-ups."

In my opinion, the trouble goes farther. It is possible that you have not observed how long drycleaners use the same batch of solvent before it is cleaned up and purified.

Just the other day I was in a cleaning plant where I found it is their standard practice to keep a record of the number of pounds of garments cleaned. They use the same batch of solvent for cleaning 1,500 pounds of clothes. Of course, this includes the make-up for solvent carried away by the clothing after extraction. Solvent extracted is returned to the washer.

If your suit of clothes gets in with the first 200 or 300 pounds, the residue of oils left in the fabric is not too undesirable. On the other hand, if your suit goes in with the last hundred pounds, the residue of oils left in your suit is the accumulation from 1,400 pounds of clothing.

If all drycleaners were following the above practice, there wouldn't be too much about which customers could complain. We know that there are numerous cleaners who clean two times, three times, and even much more volume, without cleaning and purifying the solvent.

The joker in this is the fact that it is the cleaner who really loses because his solvent could be made to do a more effective job of drycleaning if he would keep it clean and pure. As a consequence, he pays more for his reruns, spotting and wetcleans or the quality of his cleaning is not so good.

As I see it, if the present 30,000 drycleaners continue on the average to do a rather poor quality of cleaning, it isn't going to be so terribly long before we have 60,000 real small drycleaners because people will be circulating so much, anybody with a drycleaning sign on the window will be able to take in a certain amount of work.

Midwest, U. S. A.

CLARIFICATION TROUBLESHOOTER

"The Stain That Wasn't There"

Dear Editor:

I find that *THE NATIONAL CLEANER & DYER* gets more interesting and more useful from issue to issue.

I was very impressed with page 78 [September 1952], Basic Drycleaning for New Employees, "The Stain That Wasn't There." I believe it would be a real service if you would reprint this article and sell it per hundred copies to various cleaners. They can give it to new employees, also to routemen and counter girls to be distributed to retail customers.

Congratulations to you and your staff for doing a fine job.

WALTER LOEBL

Roanoke, Va.

Loebl Dye Works, Inc.

A tumbler should be just large enough to accommodate a full washer load. Using a tumbler that is too large or too small throws the cleaning cycle out of balance and increases operational cost.

That's why GROSS makes two tumblers ... a 42 x 42 and a 36 x 30. Similar in design, they provide the fastest cleaning time in the industry. Their main difference is in size.

If you want to know how GROSS equipment can balance your production, write today. We'll be glad to send full information.

GROSS

*makes two tumblers
to give you the
PROPER ONE!*

- Choice of standard one-way cylinder or reversing cylinder
- Efficient built-in air filter, easily removed for cleaning
- Specially designed open-type, non-clogging fan assures a maximum of air changes per minute
- Separate motor for fan and cylinder eliminates gear reducer, chain drive and couplings
- Safe operation assured because interlocking motor allows cylinder to rotate only when fan is operating
- View-all door made of Tuflex heat-treated glass
- Built-in lint trap, easily removed for cleaning
- Dial thermometer



36" GROSSAIR Open-End Tumbler ... completely new, amazingly compact. Tumbles faster, in less space, at less cost than any other tumbler of comparable size.



42" GROSSAIR Open-End Tumbler ... large capacity, efficient. You get more out of it because you can put more into it!



GROSS MACHINERY CO., INC.

Originators and Manufacturers of the World's Finest Dry Cleaning Equipment
183 HALBERT ST. Founded 1923 BUFFALO 14, N. Y.



1ST

**put all garments
to be wet cleaned
into the RSR bath**

*It's the surest way to loosen
all spots and stains in one treatment . . .*

*It's the surest way to avoid
costly, time-consuming hand labor
and risky, hard scrubbing . . .*

*It's the surest way to make the
wet cleaning operation pay a profit!*

*RSR costs you only
a few negligible pennies . . .
less than 3 cents a gallon . . .
because you get 141 gallons
of digesting solution from a pound
of the new, extra-strength RSR!*

NOTE Digestion in the RSR bath prior to wet cleaning is particularly advantageous in plants using the strong soap solution, as those spots remaining will probably be hard-set and tenacious. Unless those stains have been loosened by RSR, a dangerous amount of hard, hand scrubbing may be necessary to remove them.



WALLERSTEIN COMPANY, INC.
180 Madison Avenue, New York 16, N. Y.

Balanced Press Operation*...STEPS UP

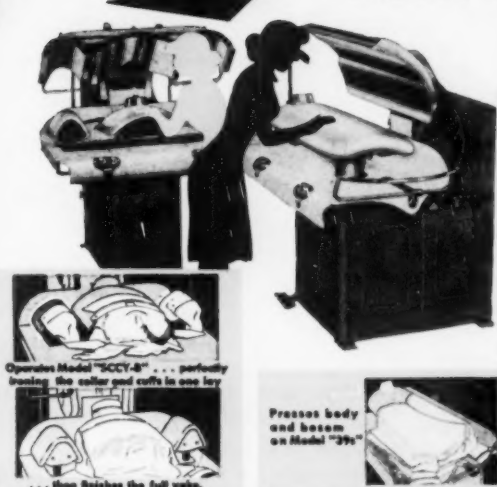
QUALITY SHIRT FINISHING PRODUCTION of the **UNIPRESS**

**2 GIRL 3 PRESS
SHIRT FINISHING
UNIT**

OPERATOR #1



OPERATOR #2



*Here's proof on the UNIPRESS PRODUCTION CHART

OPERATOR	SS-2	11	8	4	7	2	6	7	4
NO. 1	FOLDING MACHINE								

Unload sleeve press. Place shirt on revolving shirt hanger. Take new shirt from damp box.
Make first left sleeve lay. Pocket up. Close press.
Complete folding of shirt and put shirt bond in place.
Cuff the second left sleeve lay. Close press.
Insert collar support and place shirt in rack. Place board on fold plate for next shirt.
Make first right sleeve lay. Pocket up. Close press.
Remove shirt from collar form and start folding.
Make second right sleeve lay. Close press.
Fold over sleeves and one side of shirt on folding machine and repeat entire cycle.

11 sec.
8 sec.
4 sec.
7 sec.
2 sec.
6 sec.
7 sec.
4 sec.

OPERATOR	SCCY-8	13	33	4	13	7	4	17	18
NO. 2	39-5								

Take shirt from revolving shirt stand with left hand. Remove shirt from SCCY-8 with right hand and lay it on table between SCCY-8 and 395. Make collar and cuff lay on shirt just removed from revolving stand. Close press.
Make first back lay on 395. Close press.
Make second back lay on 395. Close press.
Remove shirt from 395 and hang on collar form. Pick up shirt on table between SCCY-8 and 395 and make bosom lay. Close press.
Make yoke lay on SCCY-8 and close press.
While yoke is drying, remove new shirt from revolving stand with left hand and repeat entire cycle.

13 sec.
7 sec.
3 sec.
17 sec.
5 sec.

Unequalled Production — Unequalled Quality

No other shirt finishing unit has proved so popular over the years as the UNIPRESS 2 Girl 3 Press unit. That's because the famous UNIPRESS action actually *irons* a shirt to the satin smooth finish your customers demand. You invest in only 3 presses instead of 4 . . . you save floor space and operator's steps.

Outstanding for its
HIGH PRODUCTION — LOW COST — QUALITY FINISHING

Write today for complete information on how you can INCREASE PRODUCTION, LOWER COSTS on QUALITY SHIRTS with the UNIPRESS 2 GIRL 3 PRESS Shirt Finishing Unit.

THE UNIPRESS COMPANY
2800 Lyndale Avenue So., Minneapolis, Minn.

Please send us your free catalog describing the UNIPRESS 2 Girl 3 Press Shirt Unit.



Name _____
Firm _____
Address _____
City _____ Zone _____ State _____

Manufacturers of Laundry Power Presses and Equipment
The UNIPRESS Company
2800 LYNDALE AVENUE SOUTH • MINNEAPOLIS

3

RELIABLE**WAYS to EARN BIGGER
FUR-CLEANING PROFITS****(1) LUSTRE-MATIC****Revolutionary Machine for Glazing
and Electrifying of Fur Garments**

- Amazing low cost operation.
- Economical. Will pay for itself in less than one season.
- Efficient . . . semi-automatic . . . easy to operate.

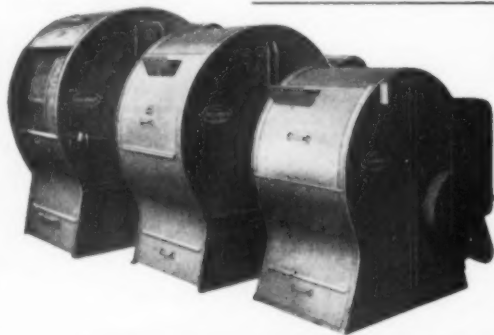
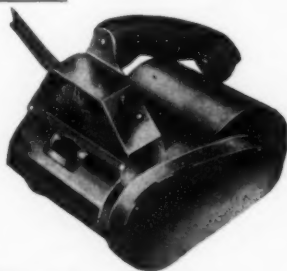
LUSTRE-MATIC, Model EL-20, Patent No. 2,477,448,
(Wt. 1000 lbs.) **\$2100.00.**

(2) LUSTERETTE**The Only Truly Portable Fur Ironing
and Glazing Machine**

- A must for any plant that handles furs.
- Just plug in and use, no overhead trolleys, tracks or shafts.
- Can be used in any position.
- Portable, light, compact.

LUSTERETTE, Model L-50, Patent No. 1,979, 030.

(Wt. 7 lbs.) **\$197.50**

**(3) RELIABLE'S *Deluxe* TRIO of
WOOD-LINED FUR CLEANING DRUMS**

- Three sizes to meet every requirement.
- Safe . . . no damage to pelts . . . no removal of protective oils.
- Efficient . . . powerful air suction and dust filters.

Model No.	Coat Capacity	Price
Deluxe #1	12 per hour	\$795.00
Deluxe #2	8 per hour	\$665.00
Deluxe #3	4 per hour	\$495.00

All prices are FOB, Brooklyn, N. Y.

RELIABLE also offers a complete line of **Fur Storage Equipment**. Estimates furnished upon request at no cost or obligation. If you are planning a Fur Storage Vault do it the Reliable way.

RELIABLE**RELIABLE FUR STORAGE EQUIPMENT CO. DIV.**

RELIABLE MACHINE WORKS, INC.

231 EAGLE STREET,

BROOKLYN 22, N. Y.

RELIABLE

Filtrol FABLES

SPOTTING WILL BE A
CINCH FROM NOW ON!
NO MORE RINGS...
NO MORE ODOR!

THE BIG BOY HAS FINALLY
WISED UP! I HOPE HE STAYS
THAT WAY... ESPECIALLY
WITH THE BUSY
SEASON COMIN' ON!

AMEN, HE TRIED
EL SLUDGO LAST MONTH
AND I SPENT EVERY SATURDAY
CLEANING SCREENS!

EL SLUDGO?
REMEMBER STINKOUT?
I STILL SHUDDER!

SEND ME OUT 20 BAGS
RIGHT AWAY... I'M USING ONLY
DC FILTROL FROM NOW ON.
NO MORE SUBSTITUTES
FOR ME!

HOW IS YOUR
STOCK OF
DC FILTROL?

MORAL: Insist on **DC FILTROL**—the all purpose
filter powder—powerful, fast acting
and easy to use. Readily available in
your area.

DC FILTROL

Filtrol CORPORATION

General Offices: 727 West 7th Street, Los Angeles 17, California

Plants: Vernon, Calif. Jackson, Miss. Salt Lake City, Utah

SIGNS of the TIMES

DEFENSE DATA

Government operation of services, including drycleaning plants and laundries, has been further limited by provisions of new Military Supply System Regulations, issued September 6. Under these provisions, facilities operated by the armed forces will not be continued unless private commercial facilities are not available, or unless their use will be demonstrably more expensive, or unless military operation is needed for training purposes.

No additional facilities will be set up by the armed forces unless the required needs cannot be effectively met by existing services of all military departments or by private commercial facilities. To establish any additional military facilities requires approval of the Secretary of Defense, except in an actual zone of military action.

New standards for price decontrol have recently been announced by the Office of Price Stabilization. Briefly, commodities or services will be exempted from price control when it can be shown that they do not enter significantly into the cost of living of the average American family or into business costs, and when the cost of administration would be out of proportion to the contribution to price stabilization.

The NICD announces that, in cooperation with representatives of other textile maintenance industries, it has prepared a brief requesting immediate decontrol on the basis of these standards.

The application on behalf of all textile maintenance services meets the OPS requirement that applications must cover a separable part of the economy and not just a small subdivision.

The brief maintains that the present industry situation requires OPS to grant immediate decontrol in line with the latest amendments to the Defense Production Act. The brief claims that industry services are being discriminated against by continued price control when so many other kinds of services are exempt or have been decontrolled.

The brief shows that services in the textile maintenance industries cost only about one percent of all personal consumption expenditures, and therefore meet the requirement that they do not enter significantly into the cost of living of the average American family. The application also makes the point that industry services sold to businesses do not enter significantly into business costs.

Meeting another standard for decontrol, the brief contends that administrative difficulties of the present price control, both for the industry and for OPS, outweigh the value of controlled prices to the price stabilization program as a whole. The brief further points out that decontrol will not result in pirating workers or materials away from controlled industries.

The brief, NICD reports, was filed September 29, but it is impossible to predict when official action will be taken.

Defense orders have accounted for about 20 percent of plant output since Korea, stated the Commercial Laundry and Drycleaning Machinery Manufacturers Industry Advisory Committee at a meeting with the NPA.

The industry is getting enough materials, it reported, except for some delay in deliveries of nickel-bearing stainless steel.

At the meeting, military procurement representatives forecast a general decline in military requirements for drycleaning and laundry equipment, particularly for new installations, although purchases for replacement may remain fairly steady.

The committee members agreed that materials controls should be dropped as soon as the supply situation warrants.

The meeting was attended by the following industry representatives:

Taylor Stanley, American Laundry Machinery Co.; Clifton W. Johnson, American Machine and Metals, Inc.; David A. Freeman, G. H. Bishop Co.; Burrill O. Gottry, Butler Mfg. Co.; W. M. Cissell, W. M. Cissell Mfg. Co., Inc.; M. Landau, Cummings-Landau Laundry Machinery Co., Inc.; Hubert C. Ellis, Ellis Drier Co.; M. Green, U. S. Hoffman Machinery Corp.; E. H. Earnshaw, National Marking Machine Co.; Herbert Brownlee, Prosperity Co., Inc., and W. E. Winters, Western Laundry Machinery Co.

The date for relaxed construction regulations has been moved ahead from April 1, as reported in our October issue, to May 1, 1953. NPA has announced. Purchase orders for the new self-certification quantities may be placed at any time, provided they do not call for delivery before May 1.

The regulation governing quantities of self-authorized materials for repair of disaster damage has increased amounts to conform with those permitted for new construction. These quantities are now 25 tons of carbon and alloy steel, 5,000 pounds of copper, and 4,000 pounds of aluminum.

#

Public Service by Drycleaners: Harvey D. Beeler, Jr., owner of a drycleaning plant at Charles Town, W. Va., has been named president of the town's newly organized Junior Chamber of Commerce.

In recognition of services rendered at a plant fire, Century Cleaners Ltd., Toronto, Canada, contributed \$100 to the firemen's benefit fund.

Draper's Cleaners was among the business firms of Eldorado, Ill., sponsoring a beauty contest for Queen of the Tri-State Oil Show.

#

BBB Reports on Fabric Work: A report on the fabrics situation was given recently at the annual conference of the Association of Better Business Bureaus of the United States and Canada. The chairman of the association's fabrics committee, George C. Young, who is president of the Cincinnati BBB, reported continued progress toward maintaining business and consumer confidence in the field of fabrics and wearing apparel.

A survey conducted by the committee showed that of 74 bureaus replying, nine had established or conducted some type of fabrics panel or committee during 1951; 19 have a drycleaning arbitration plan, and 38 have some formal system for handling public com-

SWING TO SNA-PON GUARDS

TRADE MARK
REG. U. S.
PAT. OFF.

PAT. NOS. 2510043-2510044



- 50% easier to thread!
- Snaps on any standard hanger.
- Die-cut ends prevent pivoting.
- 2 rows of fibre bursts prevent slippage.
- Just slide on and press down.

PRODUCTION LIMITED — ORDERS FILLED AS RECEIVED
Contact Your Jobber



TILLERY CONTAINER COMPANY

6000 Wilson Ave.

Kansas City 3, Missouri

plaints. Mr. Young cited the activities of the St. Louis committee as an example for other BBB's in this field.

In a summary of BBB services for 1951 Mr. Young said there were almost 43,000 cases involving drycleaning; 14,000 of them were inquiries and 24,000 complaints from business sources, as well as 26,691 inquiries and complaints on women's apparel and 9,890 on men's apparel which did not originate in drycleaning or serviceability problems.

As one cause of consumer complaints Mr. Young cited eye-appealing characteristics and high-style fabrics. He also mentioned combination-fiber materials which require extra care in handling and wearing, and which are not informatively labeled by the manufacturer. He also spoke of the increased importance of expert cleaning techniques required by many acces-

sories and trims, hard-to-handle dyes and new man-made fibers and blends.

According to Mr. Young, the manufacturer is the logical source for solving many cleaning and serviceability problems which cause complaints. He suggested possible inter-Bureau research, education and concerted action on a national basis.

##

Press Notices: The Sunday Magazine of the Columbus (Ohio) Dispatch for September 21 carried a long article on the work of Ohio State University's Textile Research Laboratory, supported by the Ohio State Association of Dyers and Cleaners. The article describes, with a number of illustrations, the research and analysis work of the laboratory under the direction of Miss Alma F.

Tapscott, and brings in a good deal of information about unserviceable fabrics.

A recent issue of *Daily News Record*, New York, an apparel trade paper, ran an article by J. C. Alexander, assistant research director of the NICD, headed "Drycleaning Tests Urged to Benefit All." Emphasizing the interdependence of the textile and drycleaning industries, Dr. Alexander made the point that most fabrics are serviceable in drycleaning or laundering, and that the greater part of the trouble comes from a small proportion of new fabrics that appear every year. He analyzed a number of trouble points, explained the research and analysis work of the NICD, and noted the availability of its laboratories to interested manufacturers.

##

Management Aids: The fourth in a series of six folders on safety, Management Aid No. 12, is on "Reducing Accident Costs Through Reports and Records."

Management Aid No. 11 gives pointers on "Minimizing the Cost of Breaking in New Personnel."

The Management Aids for Small Business are published by the Small Defense Plants Administration, and are available from field offices of that agency or the U. S. Department of Commerce.

Another government publication which may be of interest is a booklet, "An Employee Suggestion System," also published by the Small Defense Plants Administration. This is a revision of a similar booklet originally issued by the Department of Commerce. The booklet may be obtained for 15 cents from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

THE FOURTH DICALITE PLANT



...will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids and fillers

The new plant of the Dicalite Division, Great Lakes Carbon Corporation, at Lumpoc, Calif., is now in volume production at a continually increasing rate. It represents over 5 years of engineering, design and construction, and is the largest complete unit for processing diatomite built in the last 22 years. Full designed output will add approximately 80% increased production capacity for Dicalite calcined and processed filteraids, fillers and other materials.

Four Dicalite plants are now running 24 hours a day to produce the maximum tonnage of Dicalite materials to supply the emergency demand. Even during this extreme pressure for volume production, specifications for performance and quality of each product are readily maintained. Research data are being accumulated to aid in developing new and improved Dicalite products for future industrial use.

DICALITE DIVISION GREAT LAKES CARBON CORPORATION



NEW YORK 17 • CHICAGO 1 • LOS ANGELES 17

No Storage Vault Space TOO LARGE None too small — HAERTEL EQUIPMENT fits 'em all!



VAULTMASTER

For storage vaults from 1000 to 5000 coats, \$2475.00 and up. Complete protection. Automatic control PLUS fumigation.

YOU determine the size of space to be used for the profitable operation of Fur and Garment Storage . . . you expand this space whenever you can, and HAERTEL will stay right in step with you, supplying the technical knowledge and the time-tested equipment.

Often, Haertel Packaged Units will be recommended, for these are built for single or multiple use, and volume produced for low first cost and economical operation. For example, here is the HAERTEL VAULTMASTER, a complete unit in a beautiful cabinet. It gives auto-

matic temperature and humidity control, PLUS fumigation and ventilation. The Haertel STORAGEMASTER, JR. (right) is a new advance in the art of drying air mechanically. It is specifically designed for smaller installations accommodating 500 to 1,000 garments.



STORAGEMASTER, JR.

Up to 1000 coat capacity storage area. Humidity control \$395.00. Fumigation system available at small added cost.

If you are now in the FUR CLEANING and VAULT STORAGE business, and have situations confronting you such as high humidity that experience may help in correcting—or if you are thinking of going into this business, and need facts and figures to help you plan, write HAERTEL with your questions. This has been our specialized business for many years . . . and, "We profit most by serving many, well."

WALTER HAERTEL COMPANY 2840 FOURTH AVE. S., MINNEAPOLIS, MINN.

Walter Haertel Company—2840—4 Ave. So., Minneapolis 8, Minnesota

Send us information that may be helpful to us in planning, including cost estimate:

- ☐ Storage vault approximately ___ ft. x ___ ft. by ___ ft. high.
☐ Equipment for branch stores. ☐ Wholesale cleaning and repairing service. ☐ Time saving Formmaster. ☐ Fur Cleaning Equipment for approximately _____ coats
☐ Personnel training program.

Firm _____

Address _____



I Operate Three Milnor Individual Washing Packaged Laundries

J M Reed

Mr. J. M. Reed
Hot Springs, Arkansas

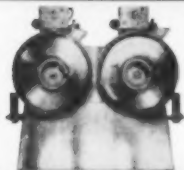
operating plants at:
National Laundry and Cleaners
Hot Springs, Benton and Hope, Ark.

"I operate three MILNOR Individual Washing Laundry Plants. The first Milnor installation made in my old plant reduced productive labor costs on finished family bundles from 39% to 21%. We increased our average bundle weights from minus 17 pounds to over 25 pounds. Some of our routemen have doubled their route sales. We have spread our work load over the entire week. We are doing equally well at our other two plants, all thanks to the Milnor System of Individual Washing. My customers understand and like high quality individual washing . . . they must, for today I am handling three times more family bundles than I was three years ago . . . and at a real profit too."

Rx

FOR SUCCESS IS:

MILNOR QUALITY EQUIPMENT and the MILNOR SYSTEM OF INDIVIDUAL WASHING, plus the sensible and effective MILNOR LAUNDRY MERCHANDISING PROGRAM. Ask for a copy of our booklet, "What's Wrong with the Laundry Business?"



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MILNOR DIS-
TRIBUTOR OR
PHONE, WIRE
OR WRITE

Pellerin



Manufacturers of Famous MILNOR Washers and Extractors

CORPORATION

8000 EDINBURGH STREET, NEW ORLEANS, LA., GALVEZ 5746

Another Big *Resillo* "First"!



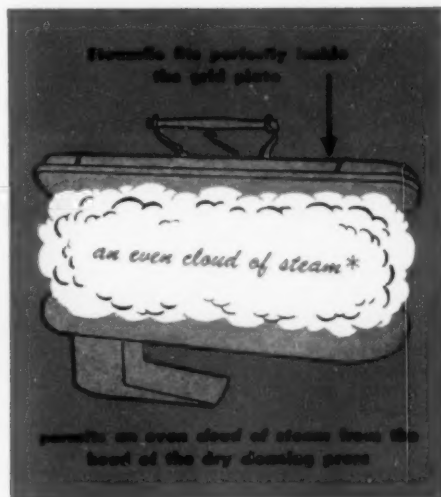
Completely Solves **STEAM FLOW PROBLEM** on Dry Cleaning Presses!

Thousands of Steamflo Pads now in use all over the U.S. prove these statements:

1. **FINER FINISHING**—no garment "shine".
2. **FASTER PRESSING**—no more continuous steaming.
3. **LONGER LASTING**—rugged, resilient, stainless steel mesh construction.
4. **MONEY SAVING**—outlasts anything now used.
5. **STEAMFLO PADS** are made to perfectly fit inside the grid plate on the head of all makes and models of dry cleaning presses.

for \$
41" to 45"
Gen. Utility
Presses **6.95**
each
other sizes priced proportionately

Ask your Resillo Jobber now about the new Steamflo for the upper bucks of dry cleaning presses.



**WORLD'S LARGEST EXCLUSIVE
MANUFACTURERS OF METAL**
Resillo **PRESS PADS**

RESILLO COMPANY • 2328 WEST NELSON STREET • CHICAGO 18, ILLINOIS

BUSINESS BUILDERS

Worth Her Weight in Drycleaning

In the tourist center of Phoenix, Arizona, all the fine motels are located on East Van Buren Street. There are also a good many drycleaners. So when C. W. Lynn opened on that long street, he wanted some kind of a sign that would remind his customers, mostly tourists, which was his store and where it was.

He finally decided on a barrel in which he put an eye-catching mannequin dressed in a cowboy shirt, Western hat and boots (see cover picture).

"During the tourist season," Mr. Lynn says, "four out of five of my customers don't know my name or care, and don't even know the name or address of the store. They have brought me one or two orders. When they have more work they start down East Van Buren until they see the gal in the barrel. I know it works that way—I've had scores of them tell me so."

Mr. Lynn believes his out-in-front barrel gets him 35 percent more business during the winter tourist season. We're inclined to agree with him.

Trucks in Color



RED, WHITE AND BLUE striped trucks are so noticeable there appear to be twice as many running about the city

High visibility and high rate of attention-holding have been achieved through the color scheme of its trucks by Ter Linden & Co. of Küssnacht-Zürich, Switzerland. In addition, it succeeded in making some of its smaller delivery vehicles look longer and lower than they actually are.

This color scheme is tied in with advertising material distributed to the homes, carrying three-color reproductions of a Ter Linden truck. The stripes alternate red, white and blue, with the diagonal "card" in black, the name "Ter Linden" in white.

Coloring Contest Is Popular

A lot of interest among the young fry of Laurel, Montana, was built up by Scott's Cleaners & Laundry with a coloring contest. The interest carried through to parents and friends to make the stunt a real winner.

A year ago owner Chet Scott took on a line of bags printed with black-and-white outlines to be colored in like picture books. These cost around \$5 per thousand more than the regular bags he had been using.

For the contest, the children got the bags from their parents or friends and colored them. When a child brought the finished job to the plant, he gave his own

name, the name and address of his parents and of the person from whom he got the bag. Each child was required to sign a statement that he received no outside help in coloring the picture. During the contest all entries turned in at the plant were posted on the store walls.

Prizes ran \$5 for each classification, first grade through sixth. While the school grade was used to make the different classifications, the contest was not sponsored by the school. Mr. Scott spent \$35 on newspaper ads: one before the contest started, two while it was going on, and one to announce the winners.

From the total number turned in, 109 entries were selected and turned over to the judges. These were two people from the plant, one schoolteacher and one member of the P.T.A.

"We had a substantial increase in cleaning volume," Mr. Scott said, "while the contest was running. This was particularly noticeable in the large number of garments people dug out of storage and brought in, asking that they be returned in the picture bags."

Bus Pass-Out

Besides car cards, the buses and trolleys in many cities "permit" advertisers to put little folders or other suitable promotion pieces in holders, where passengers can easily pick one up. Usually the holders will be at shoulder height near an entrance or exit.

In Birmingham, Alabama, the Utopia Cleaners-Laundriers has been distributing "Tips on Your Clothes," a series of 3½-by-6½-inch sheets of advice to customers. The subject is generally proper maintenance of clothing, closing with the suggestion that Utopia be called on for professional maintenance.

Copy on one such sheet suggested:

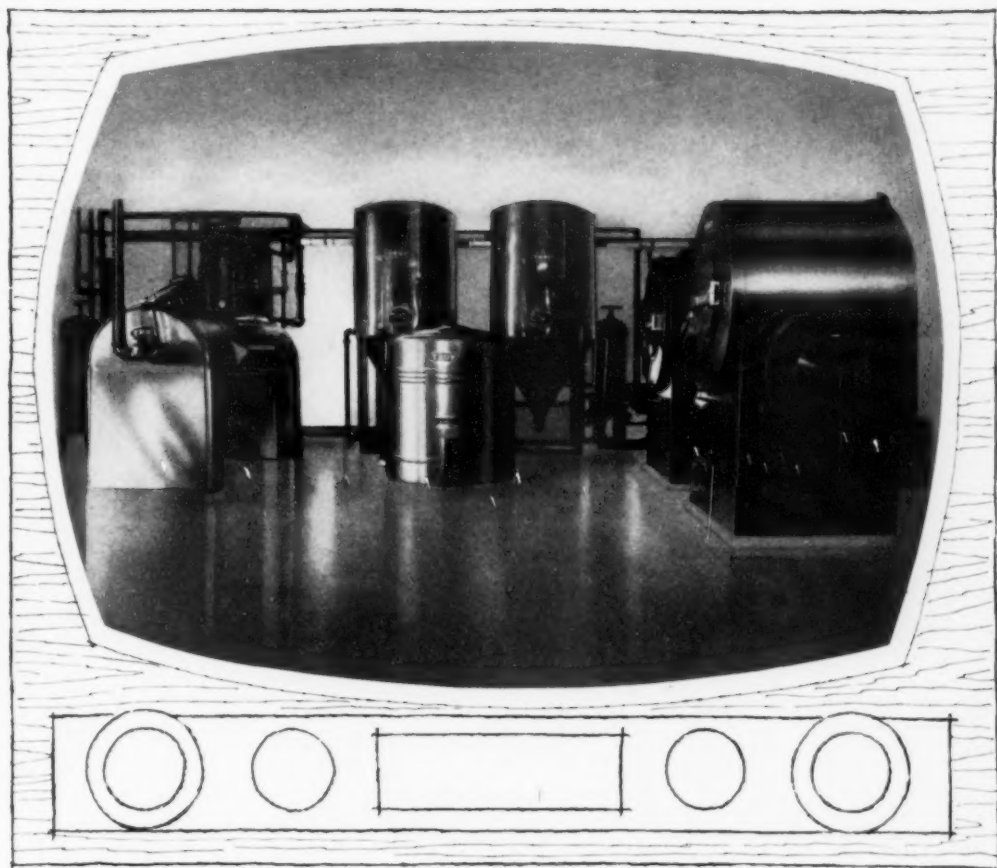
Furs and Woolens. When you wear, treat with care. Rain harms all fabrics; shake the coat, wipe it gently. Hang up immediately, but never close to heat. Always hang your furs in the coolest place in the house. Cleaning and glazing gives extra years of beauty to furs when done by Utopia's skilled furriers.

Spring and Summer Clothes demand care to stay lovely. Blouses and dresses should never be crowded in a closet with heavier clothes. Light colors are dulled by rubbing against dark colors. Empty your closets of furs and woolens and get double protection: (1) Protection from moths and deterioration in Utopia's Dry Cold Storage Vault. (2) Protection for Summer clothes by allowing plenty of hanging space in your closets.

Local Tie-in for Billboard



MUSICAL-THEME BILLBOARD was displayed by Wallis Cleaners of El Paso, Texas, during local concert season. On beautifully landscaped lot, board is lit at night with overhead and ground spots



Clear Picture of Profits... for YOU!

You'll be tuned in to the right drycleaning program for years ahead when you install a Troy Electroclene Drycleaning Unit now. You're looking at a 60 lb. capacity unit which includes Troy Electroclene Washer, Troy Minute Man Extractor, Troy-Olson Tubular Filter with vacuum button trap, Troy-Olson Still, two Troy-Mercury Tumblers, above-ground tanks and supply, circulating and still pumps. You can order Troy Electroclene Units with capacities from 35 to 200 lbs. dry weight per load, for use with *all* types of petroleum solvents.

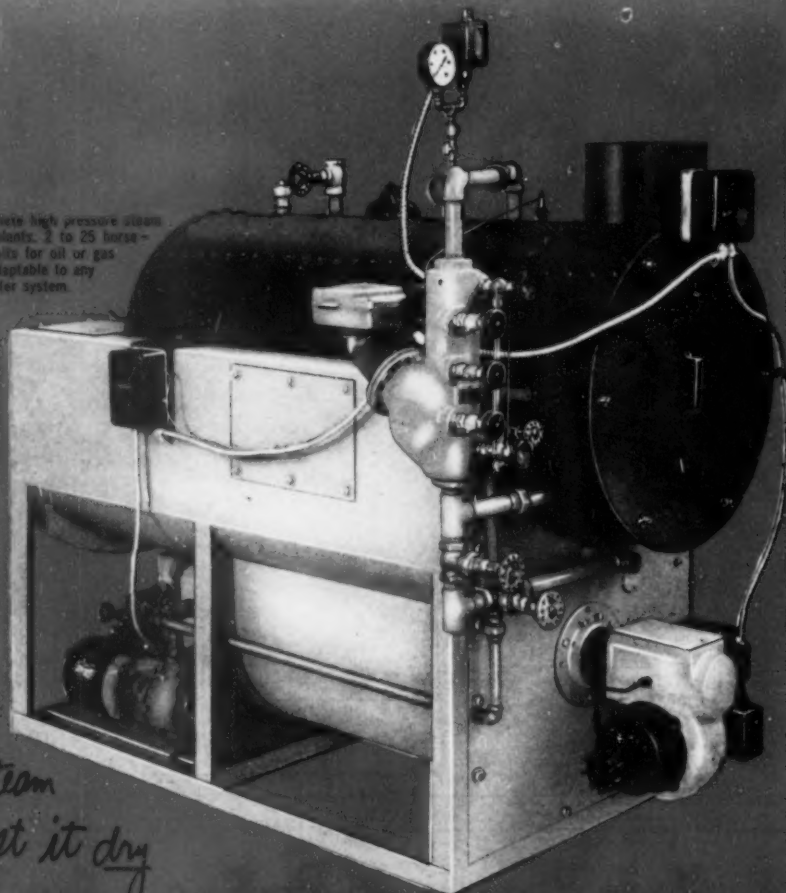
We've got free floor plans for you, too, showing how Troy Electroclene units can be arranged for straight line or "U" type layouts to meet *your* needs. Why not send for yours, **TODAY!**

Troy

ELECTROCLENE DRYCLEANING UNITS

TROY LAUNDRY MACHINERY • Division of American Machine and Metals, Inc., East Moline, Illinois
Sales and Service Offices in: New York • Boston • Atlanta • Washington, D. C. • Chicago • Los Angeles • San Francisco

Complete high pressure steam
power plants, 2 to 25 horse-
power units for oil or gas
firing... adaptable to any
type of feedwater system.



*get
more steam
and get it dry
with a*

COLUMBIA HRT*

oil or gas fired boiler

Here's common-sense engineering that'll pay you dividends. Because of its much larger steam space, the Columbia boiler consistently delivers more steam... delivers it to you DRY. Think of what this means in terms of lower operating costs. Consider too, the nine other important benefits... and you'll see why installing a Columbia Hrt* Oil or Gas Fired boiler is your most practical way to start getting more steam per dollar invested, more steam per dollar spent for fuel.

*HORIZONTAL RETURN TUBULAR TYPE

- 1 — easy access to the single bank of tubes from front and back
- 2 — large combustion chamber that permits overfiring
- 3 — two-pass updraft that minimizes draft loss and insures greater safety
- 4 — removable covers to make all parts easily accessible
- 5 — greater heating surface than most boilers of same rating
- 6 — high efficiency through proper proportion of two-pass heating surfaces
- 7 — completely submerged tubes ensure longer life
- 8 — combustion chamber factory-installed with specially designed refractory and insulation, minimizing heat loss
- 9 — responsive, yet built of the best materials to give years of trouble-free service

The Columbia HRT boiler will make you money by saving you money. WRITE US... WE'LL SHOW YOU HOW.

COLUMBIA
BOILER COMPANY

Manufacturers of Steel Power & Heating Boilers
Chicago and Eastern Branches, Etc.

for higher profits—advertise with



Lester Stroud

Are Your Clothes "Overdue?"

BY LESTER STROUD

We all know that 10,000 miles of driving a properly inflated tire causes less wear than ONE BLOCK of driving on a flat tire. Or that in 10 years of exposure to the elements a well-painted house deteriorates less than bare wood in a few months.

And so forth—we could go on endlessly.

Yet not so many folks appreciate this laboratory tested fact: 100 CLEANINGS RESULT IN LESS WEAR AND TEAR TO A GARMENT THAN ONE WEEK OF WEAR OR HANGING IN THE CLOSET WHILE SOILED.

A good suit or coat nowadays is a pretty sizeable investment. Doesn't it deserve some protection? You don't let the family car go too long between oil changes and lube jobs, do you? Then why let the suit go too long between cleanings? Or any other garment, for that matter.

Worst of all our offenses under this heading is the habit of wearing a suit till it's a bit soiled. Off with it, into the closet and then the next suit gets the same treatment. Until they HAVE TO BE CLEANED, because there's nothing left to wear. Even then, some folks will let a couple of their soiled suits hang in the closet and clean only the ones they can't do without.

Heck! Isn't it worth a few dollars a month to protect several hundred or more dollars' worth of clothes? Not to mention the better appearance, and the lift to your self-esteem when you know you always look "right"?

Certainly it is! Then why not bundle up all those "overdue" suits (and other clothes) right now and

Bring them to—

Roxie's Cleaners

6003-5 North Figueroa Street

5 day examination offer—Send coupon today

FEE SCHEDULE

Unit price of exclusive franchise and copyright release to Taylor Host service is based on population as follows:

Population of City	Monthly Fee
a. up to 10,000	\$13.00
b. 11 - 100,000	\$17.35
c. 101 - 250,000	\$21.65
d. 251 - 500,000	\$26.00

Metropolitan area and multiple subscription rates on request.

Terms of order guaranteed for up to 2 years, with option to discontinue after 6 months' trial at any time on 30 days' written notice. Owing to already existing franchised subscriptions, all orders subject to acceptance by Taylor Host at Los Angeles. Available to cleaning plants only.

Taylor Host, Inc.

718 N. Avenue 53

Los Angeles 42, Calif.

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SAVE MONEY! If you send first month's remittance with coupon, we pay all shipping charges and you avoid C.O.D. costs. Same 5-day examination offer and money back guarantee on return of materials if not satisfied.

EDITORIAL AD COLUMNS

Run editorial columns like this once a week on women's pages of your local newspaper. The chatty, "recipe" approach to garment and fabric care and buying gets high readership among high-income women. **Result:** per-family spending with you goes up; claims and spotting and handling costs on "ornery" jobs come down! And "better" new customers switch to your account.

exclusive—only one to a town
160 subjects—40,000 words of copy
special copy to order on request

tested by 2½ years of publication
in use by cleaners in 28 states
flexible—not a mat service

Please send me your editorialized advertising program for cleaners at once. I understand I have 5 days to decide whether I want to subscribe or not, regardless of whether I enclose check, pay C.O.D. or pay later. Should I subscribe, my monthly fee will be (check):

EARLIEST POSTMARK
will determine franchise priority in cases of more than one order from the same community.

GET WISE TO REE-TEX



THE NEW *Nonionic* DETERGENT FOR THE STRONG SOAP OR CHARGED SYSTEM OF CLEANING

Equally Adaptable in the "Batch System" of Adding Detergent to Each Load. No Separate Product is Necessary for Adding Water.

Ree-TEX is Light in Color, Barely Tints Solvent and Just a Look Tells You When the Solvent Has Picked Up Dye or Other Impurities and It is Necessary to Distill or Treat the Solvent with Darco.

Nonionic REE-TEX has these additional outstanding advantages:

REE-TEX works with ANY filter powder.

REE-TEX does not affect filter pressure.

REE-TEX does not affect proper functioning of a vacuum still.

REE-TEX works the same with petroleum or chlorinated solvents.

REE-TEX makes a long dilution emulsion for adding water and no separate product is necessary.

REE-TEX is non-rancid and cannot leave an objectionable odor.

REE-TEX which is left in garments improves the body, feel, finish and color of fabrics.

A Test Kit

is available for determining the amount of REE-TEX in the solvent and it gives a clear-cut result.

Write for the REE-TEX Folder

which supplies further information and simple instructions for using REE-TEX.

RIVERSIDE

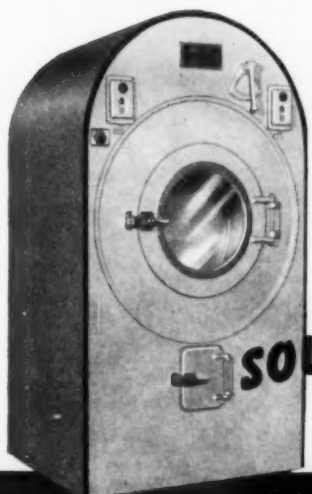
Oldest Exclusive Manufacturer of Dry Cleaning Chemical Products in the United States

MANUFACTURING CO.

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Don't turn her down!



SOLVO-MISER
3 SIZES

HOYT LARGEST MANUFACTURER
OF DRYERS EXCLUSIVELY

Increase your plant capacity so you can handle those "specials" and the rush business at Christmas, Easter, and back-to-school seasons. At one-fifth the cost of a drycleaning machine you can get a Hoyt Solvo-Miser—the outstanding solvent reclaimer. It doubles the capacity of your present drycleaning machine . . . gives maximum solvent recovery . . . assures perfect drying. See how the Solvo-Miser can increase your profits by reducing your over-time and overhead expenses. Send coupon today!

**SEND
COUPON
TODAY!**

HOYT MANUFACTURING CORPORATION
FALL RIVER, MASSACHUSETTS

Send complete information:

- ☐ Model A. Cap. 20 lbs. \$1095.00
☐ Model B. Cap. 30 lbs. 1195.00
☐ Model C. Cap. 40 lbs. 1295.00

NAME _____

ADDRESS _____

CITY _____

STATE _____

GADGETS and GIMMICKS

Smoke Control by Mirrors

To assure economical fuel consumption, as well as avoid offending the neighbors, the Fanset Dye Works in Los Angeles was keeping close tabs on the quality of the smoke issuing from its stack every time the boiler was fired up.

Finding it a chore to rush to the window periodically, the management finally set a shaving mirror on a post on the finishing-room floor. It was put at such an angle that the manager was able to glance up from his desk and see if the stack was innocent of heavy smoke.

Scales Unload Easily



There's always the problem of keeping the load on scales, yet being able to remove it easily. Jack Woodmansee of the Spee Dee Cleaners in San Leandro, California, used a metal box just large enough to hold an average 15-pound load, resting on a standard platform spring scale.

The side of the box toward the washer is hinged at the bottom with ordinary spring-door hinges that hold the side in a normally closed position, even when the box is full. Yet when emptying

the box the load can be dragged across the lowered side right to the door of the cleaning unit. The instant the side is freed of the load it springs closed again.

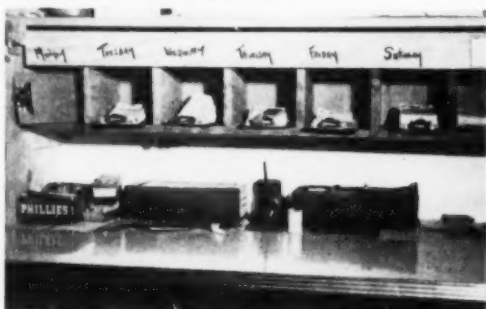
Drawing Advances Against Pay

A little extra bookkeeping goes a long way toward improving employer-employee relations at the Manhattan Company in Washington, D. C.

The laundry-drycleaning plant, which employs about 350 people, allows its workers to draw in advance against their pay if a good reason is given. While this policy isn't broadcast to make the practice habit-forming, the employees know that they can always get a reasonable advance when in need. The company uses a simple mimeographed slip to record the loan. It looks something like this:

\$	_____	195
Received of Manhattan Company		
To be deducted from my pay.		
Number	Signature.	
_____	_____	

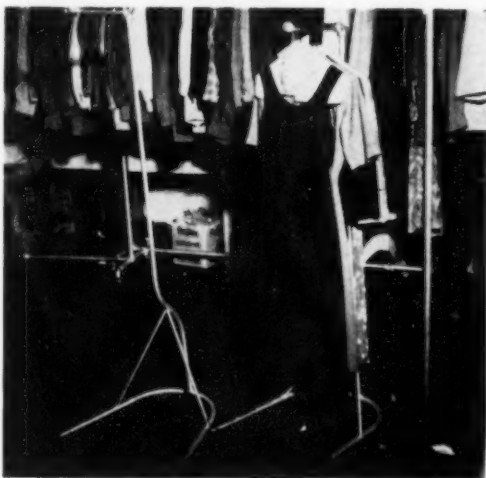
Invoice Clip Boards



Such small things make for order in a small plant. Jems Cleaners, Larchmont, New York, instead of spindling its invoices, uses small clip-boards, one for each day in the week. Invoices are clipped according to the day the order is due out.

Since these boards are kept in separate pigeonholes for the days of the week, they are found easily, the invoices are easily kept in order, the boards may be carried for easier identification of garments without separating invoices from the packet.

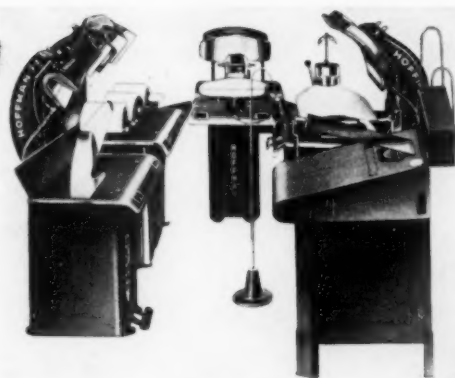
Racks for Go-Backs



Providing short racks for go-backs without hanging them from the ceiling proved a problem at Glicks Laundry in St. Louis, Missouri. Manager Len Holden and drycleaning superintendent Kaviloff solved it with small standards made of pipe as illustrated.

Could You Use...

- ✓ **\$300 Extra in New Weekly Volume**
- ✓ **Plus, up to 50% Increase in Regular Drycleaning Volume?**



Big producer in small space! Complete, compact. Air-operated presses with simple push-button controls. Fits a 10x10-foot area.

*Shirts go together
with Suits and Skirts for
EXTRA PROFIT!*

Then investigate the *Hoffman* **2-OPERATOR SHIRT UNIT**

You win brand new, profitable volume — you gain extra drycleaning business, by joining the swing to shirts! Figure it out! The Hoffman 2-girl unit does 40-55 sports or dress shirts an hour. Multiply that by the prevailing price in your neighborhood. Add the proved fact that shirts bring in regular, steady drycleaning work. That's low cost, high profit income you could use today. Get the facts!



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

Chemicals you live by



KEROSENE once did your job

Legend puts it that a young buck a-courtin' knocked over the kerosene lamp and spilled its contents on his suit. Why he wanted the light out is beside the point. Story has it that when the kerosene dried, his suit was clean where the kerosene had been.

From this crude start, history tells us, came the first inspiration for dry cleaning. Still later came the second great inspiration for truly modern dry cleaning... the development of our genuinely satisfactory synthetic solvents.

CARBON TET and PERCHLORETHYLENE
By **DIAMOND ALKALI COMPANY**
Cleveland 14, Ohio

See Your **DIAMOND** Distributor for **FAST SERVICE, QUALITY PRODUCTS**



Profits for You .. the MULTI-CLEAN® way



**Thousands of Rugs and Carpets
NEED Cleaning ...**

Let Us Show You How

**YOU can get into this Profitable Business
in 1952.** Only 10% of rugs and carpets in homes and
business places ever are cleaned commercially. That
leaves a big field for the established dry cleaner.



**RUG
SCRUBBER**



**WET OR DRY
VACUUM**



**PLANT TYPE
RUG
SCRUBBER**

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MINNESOTA

RUG AND FLOOR MACHINES

CUSTOM CLEANING CHEMICALS • INDUSTRIAL VACUUMS • PERMANENT FLOOR FINISHES

The MULTI-CLEAN Sales Aid Plan

will help you sell this additional service to your present customers,
bring in new customers, and get repeat business.

Superior MULTI-CLEAN Equipment and Supplies

will do the kind of work that will satisfy your customers and
make money for you. We will show your men how easily the
MULTI-CLEAN Method—the proper combination of equipment,
supplies and know-how—does the job quickly and efficiently.
Only one set of equipment is necessary to do both on location
or in the plant cleaning.

MULTI-CLEAN Rug Scrubbers and Wet or Dry Vacuums

are made in sizes to fit your particular needs. The on location
and plant type scrubbers have bronze castings at all points of
strain, heavy duty switches and sealed ball bearing gear reduction
units. The powerful wet or dry vacuum motor is sealed against
dust, dirt and water, and cooled by an independent built-in air
circulating system.

MULTI-CLEAN products are
sold and serviced throughout the
United States and in Canada.

Send Coupon Today!

MULTI-CLEAN PRODUCTS, INC.

Dept. NC-11

2277 Ford Parkway • St. Paul 1, Minn.

**Gentlemen: Please send me more information
about the MULTI-CLEAN Method and SALES AID Plan.**

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Address _____

City _____ Zone _____ State _____

How to Figure the cost of STEAM TRAPS

1. PRICE—you get a lot of trap for your money when you buy an Armstrong: big capacity in small size; a long-lasting mechanism identical in design, workmanship and materials, to that in traps for 900 degrees, 950 lbs. pressure!

2. INSTALLATION—Armstrong gives you a choice of body styles to save installation labor and pipe fittings.

3. MAINTENANCE—Armstrong traps last longer! You save labor, parts cost and downtime. Freedom from leakage saves fuel.

Divide total trap cost by the life of the trap to get *costs per year*—this is where Armstrong traps really shine. Call your Armstrong Representative or laundry supply house for the traps you need now, or write:

ARMSTRONG MACHINE WORKS
850 Maple Street • Three Rivers, Michigan



New Bulletin Tells More!

Ask for Bulletin No. 233, explaining in detail why Armstrong traps are the real steam trap buy. Includes prices and recommended sizes of traps for all types of machines.

BOTTOM INLET—TOP OUTLET



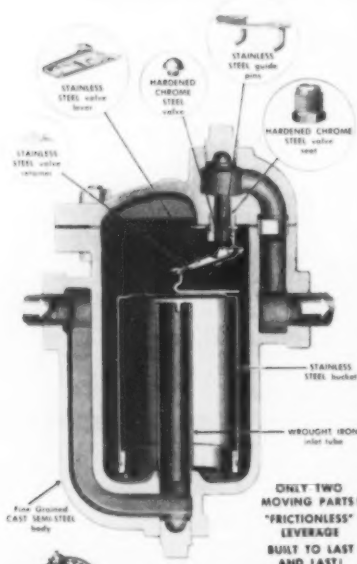
SIDE INLET—SIDE OUTLET



RIGHT ANGLE CONNECTIONS



BUILT-IN STRAINER



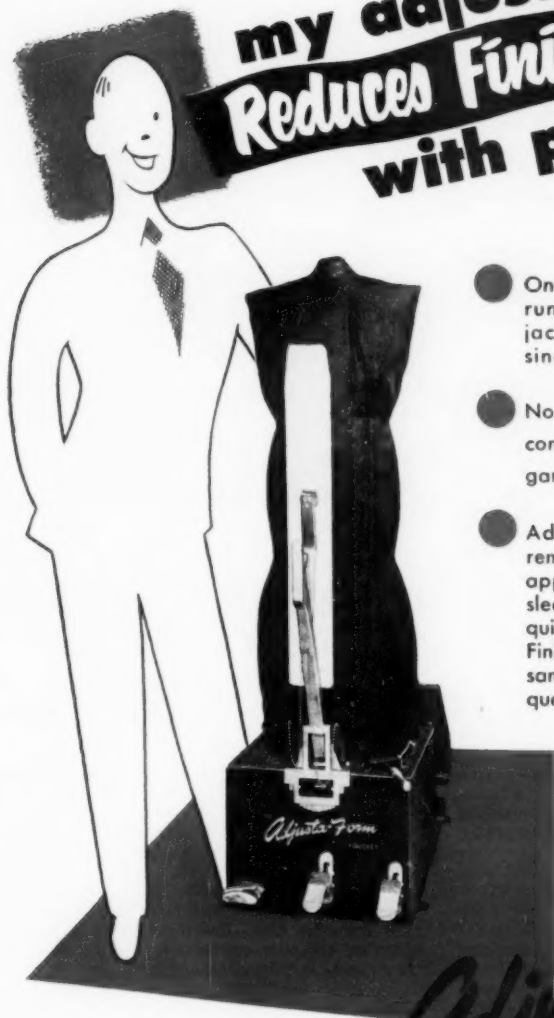
STEAM TRAP CHECK LIST

Harden chrome steel valve and seat?	Yes
All other parts stainless steel?	Yes
Long-lasting "frictionless" leverage?	Yes
Self-cleaning, non-clogging operation?	Yes
Choice of body styles?	Yes
Available with built-in strainers?	Yes
40 years inverted bucket trap experience?	Yes
Most widely used laundry trap?	Yes
Guaranteed unconditionally to satisfy?	Yes

ARMSTRONG TRAPS

ARMSTRONG STEAM TRAPS *COST LESS!*

my adjusta-form Reduces Finishing Costs with production



- One operator handles a mixed run of suit coats, dresses, short jackets and overcoats on this single machine.
- No delay in changing forms. All controls are accessible after the garment is placed on the form.
- Adjusta-Form restores shape, removes wrinkles, gives a soft, new appearance and finishes rolled sleeves. New or old employees quickly become skilled operators. Finishing is simplified, while at the same time greater production and quality is attained.

See your jobber for a convincing demonstration.

Adjusta-Form

Meet those rising costs in the dry cleaning industry with more production and more profits. It's the Adjusta-Form for production.

ENGINEERED AND MANUFACTURED BY

WICHITA PRECISION TOOL CO., INC.

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EDITORIAL

NATIONAL CLEANER AND DYER

Hidden Value of Goodwill

When a highway contractor seals off the street in front of your plant for two months, how do you fare? Floyd and Ward Kircher of Rockford, Illinois, had their troubles when that happened. They also found that customers are eager to stand by you in trouble.

With a new plant recently opened "out in the country" they were picking up volume nicely, until the barricades went up and traffic stopped for two long months in front of the plant. Volume dropped to half as their single truck crept through an alley to bring its load each day.

Then the cash customers started asserting themselves. Parking a good long block from the plant they brought in their garments on foot, every day in greater numbers. Each one, as he or she dumped the armful of work on the counter, voiced resentment toward a contractor and a municipality that made no effort to accommodate a businessman so inconvenienced.

The Kirchers themselves took the situation good-humoredly, pointing out that the whole community would benefit when the four-lane highway was completed. At the same time they thanked their sympathizers wholeheartedly for going out of their way to bring business to Kircher's. And the customers insisted they weren't going to let the Kirchers suffer because of the contractor's lack of consideration.

There is no doubt that the blockade hurt the plant's profit picture, and a street blockade is certainly not to be recommended as a business builder. But pleasant, convenient service and good drycleaning had produced loyal customers. That loyalty was never fully apparent until the emergency arose, but it paid off when it was needed.

It's a healthy thought for all of us—are we giving enough for value received to make our customers tramp over dusty roadsides, just to help us?

Profits in Moving

Market surveys are most useful in detecting changes in family habits, population concentrations, and neighborhood characteristics. If you haven't glanced around your trading area lately, take a look at these figures and think what they might mean to your volume.

Thirty-one million people changed living quarters between April 1950 and April 1951. That is practically one out of every five persons in the United States. Much of this shift represents "undoubling" of families, meaning that many a drycleaner has had a route dwindle in volume because the population has actually decreased in that section of the city.

It looks as if the drycleaner in this country must adjust himself to dealing with a transient market if he hopes to prosper year in and year out. It may be fatal to depend on the "permanent" population for the backbone of your business. You'll never know for sure when that backbone will get dislocated.

Look at Chlorophyll!

Sales of toothpaste have reached unprecedented volumes, since every manufacturer started plugging various products with chlorophyll added. People are unlikely to have suddenly taken to brushing their teeth just for the sake of the green stuff. Thus, the smart sales counsellors are pointing out that this was the impact of so much advertising for dentifrices, and that such a volume of advertising would have sold more dentifrices even without chlorophyll.

Advertising and sales promotion are like gossip. The more people talk about you, the faster your story gets around. The more people hear the story from every side, the more they believe it. When your competitor gets the benefit of it we call it propaganda. When you get your story across, it's sales promotion!

Pressure for Labeling

Many garment manufacturers are like many dry-cleaners! They don't worry about a thing until they have to.

Drycleaners have been ignoring instructions by still manufacturers ever since stills first appeared in the industry. Suddenly they are waking up to the fact it is a good idea to treat stills with respect!

Likewise, the garment manufacturers have paid pitifully slight attention to drycleanability of fabrics, although the cleaners, retail stores and customers have been plagued with unserviceables since drycleaning started.

Naturally, we aren't including all manufacturers or all cleaners in our comparison. But just as the stills have gained new prominence with the charge systems, so the problem of labeling is being officially called to the attention of the textile people and garment manufacturers.

We refer to the editorial in September *Modern Textiles Magazine*, mentioned on page 18 of our October issue, which stated in part: "The message that garment labels should bear is how to obtain optimum laundering and drycleaning performance."

Hurray for Publisher Adams! Lest we cheer too loudly, however, we must recognize he had an axe to grind for synthetic textiles. Labeling of fiber content is sponsored by wool weavers in their fight against synthetics. Still, whatever the cause, recognition of the problem of serviceability is a step ahead.

But—let us remember, acknowledgment of the problem of serviceability is only the beginning. It is a sign that the NICD's long campaign, spearheaded by Albert Johnson among the manufacturers and by Dorothy Lyle among the consumers and retailers, is bearing fruit. It means that the textile and garment makers are beginning to hear from the efforts of cleaners' groups in Pennsylvania, Ohio, St. Louis, Los Angeles, Seattle, Ottawa and Toronto, and a hundred other places in the United States and Canada.

Let's keep pushing!



"Dodge saves time and speeds work"

... says **MR. JERRY POWERS**, of Jerry Powers Cleaning and Laundry, Harvard, Ill.



"We can make more deliveries per hour with our Dodge Route-Van," says Mr. Powers. "The wide folding doors and low floor level permit the driver to leave and enter this truck easily even though he is carrying a bulky bundle. We can load the truck rapidly because of its wide rear doors. All this saves time and speeds the work."

"Another thing—all our trucks are equipped with Fluid Drive—and we wouldn't have them any other way. The trucks start and stop smoothly. The driver can keep the truck in gear when he makes a delivery and then start up again without shifting gears. Fluid Drive gives a smooth pull which enables us to plow through anything . . . we have never been stuck in the mud or snow."

"My drivers average 75 miles a day and they appreciate the perfect visibility and riding comfort in the Dodge Route-Van. Yes, the Dodge Route-Van is the ideal truck for our over-all operations."

Wherever there are Dodge Route-Van owners or drivers

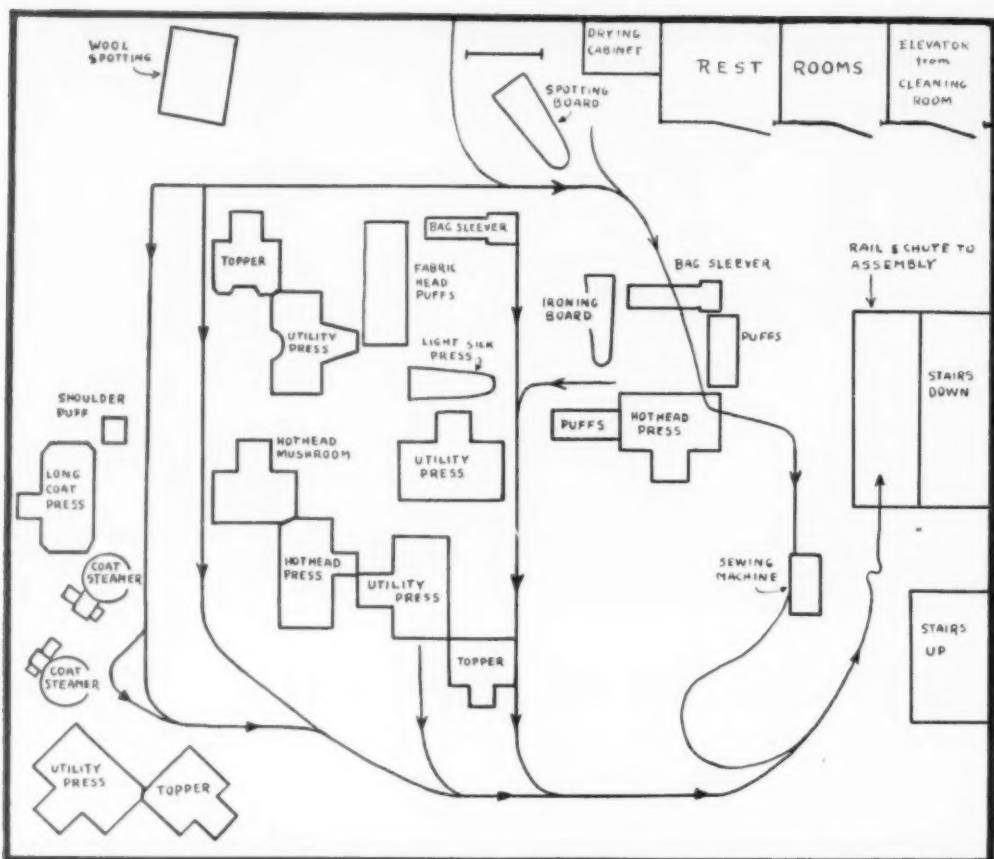
you'll hear these comments echoed. That is because Dodge Route-Vans are engineered for the job . . . "Job-Rated" to fit their truck needs.

The gýrol Fluid Drive cuts down gearshifting, protects the load and saves wear and tear on vital drive-line parts. All this means reduced upkeep costs. The short turning diameter makes the Dodge Route-Van easy to maneuver on narrow city streets.

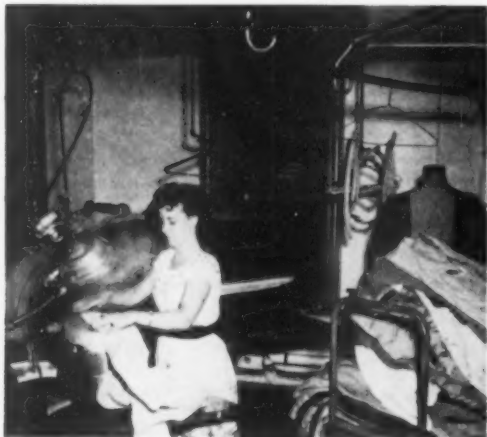
The spacious interiors, too, make Dodge Route-Vans ideal for carrying king-size loads. Inside dimensions are 72" wide and 76" high. Ground-to-floor height (as low as 18³/₈" at the rear with 7.00/16 tires) and side door openings as wide as 31⁷/₈" make it extra easy to get in and out when making deliveries.

All these time-saving, work-speeding features and many more are yours when you have a "Job-Rated" Dodge Route-Van. Why not talk to your friendly Dodge dealer soon? He has all the facts you need to solve your hauling problems.

DODGE "Job-Rated" TRUCKS



NEW SECOND-FLOOR LAYOUT at Shalett Cleaners saved a third of the floor space, since the old setup completely covered the floor. Yet the new arrangement handles a third more work.



COATS OR PANTS go through unit consisting of steamer, utility press and mushroom press.



PANTS UNIT draws trousers from cart to mushroom at left, then to utility at right. Finished trousers go out on rail over the cart.

Three-Level Plant Cuts Costs

Revised equipment layout plus employee training done by NICD management grads

by WILLIAM R. PALMER

THE PROBLEM WAS how to handle frequent bursts of quick-service work from the Coast Guard ships without disrupting civilian work, all in a three-level plant! In fact, Shalett Cleaners of New London, Connecticut, used to be on four levels.

The solution was gradual revision in plant layout, all planned and executed by Harry G. Shalett, Jr., and Ronald A. Ham, who generally followed the plant-layout technique learned when each attended the NICD's management course a couple of years back.

The nearest a multilevel plant can come in efficiency to a single-floor operation is to make sure no department is split between floors. Also, to reduce traffic between floors as much as possible, such as go-backs, repairs, temporary storage, etc. Much of this consolidation had already been done in the years just after the war by Harry and Harry, Sr. (recent NICD director). Now the only backtracking between floors is for re-runs from the spotting department back to the drycleaning room.

Assembly and shipping are on the street floor, as well as the plant store, plant-store marking and general

offices. The cleaning room is in the basement, which is also partially ground floor because the plant is on a considerable grade. Marking for the routes is done in the basement, where the drivers leave their loads. The markers go from one station to another rather than carry and store garments at one station. Finishing, spotting, repairs, inspection are on the second floor.

An elevator connects all three floors. The fourth floor is now a storage vault.

The cleaning room had been re-equipped and efficiently laid out as soon as possible after the war. The problem that Harry and Ronald faced was breaking the many bottlenecks in both the finishing and assembly departments.

First, they were convinced that unit finishing would increase operator efficiency through reduction of motions. They therefore prepared a layout that grouped the finishing equipment in single-operator units instead of isolating toppers, leggers, sleeves, steamers, as previously, for operation by one employee per machine.

As anticipated, the first move to set up equipment



THROUGH THE UNIT literally, as the rail cuts diagonally across the equipment, with the operator pushing out machined work between puffs and press in left foreground. If touched up on board in back the work goes out on rail at back. (Note cantilever support of slickrails where they can't be supported from above)



SPLIT-RAIL ASSEMBLY has main line through center. Three rails at left go to branch-store racks. Rails take a 100-order lot

in units encountered united opposition from the male prima donnas banging out their daily stints on the single machines. So an untrained girl was put into the first unit. In a few weeks, under careful supervision and training by Shalett and Ham, her production reached a very satisfactory level.

Thus gradually over a period of two years the whole finishing room was made over. No male finisher was ever fired, but none was replaced by another man. All had a chance to work in units, but those who tried it soon drifted away rather than learn new tricks. Shalett's now has an all-girl finishing room.

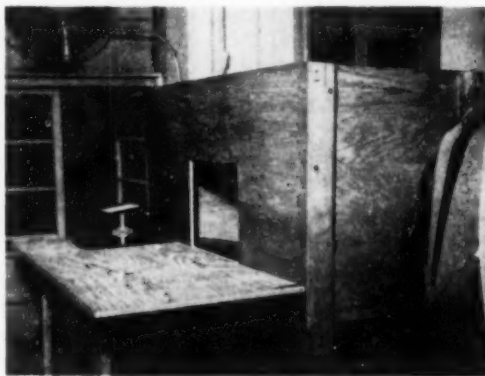
The same number of persons is handling a considerably greater volume. Better production has made it possible to give the women wages that compare quite favorably in New London, which had not been true in the case of the prima donnas. This in turn has attracted a higher class of worker.

If the finishing layout shown here seems surprising in some ways, remember it was deliberately made as flexible as possible. Several units can handle trousers, coats or topcoats. Thus it doesn't matter if the Coast Guard slugs the plant with a shipload of work summer or winter. They can still get it out without too much strain. And, as with the Navy, when a Coast Guard ship comes in all the clothing belonging to a hundred or more men has to be back right now.

The assembly department has been converted from reels to split rails. The finished work slides down the rail to the entrance of the split rails. Orders for the three branch stores are put on to three racks without assembling, as the stores do their own marking and assembly. Route and plant-store work is assembled on the rails, checked, bagged just past the split rails,

then slid on to the drivers' racks and plant-store rack. The trucks are loaded at the front door, using a separate entrance from the plant store.

Executing the changes in layout as planned has been a nick-of-time procedure, with the NICD grads putting in a lot of nights and weekends. The exciting part is that the period of making changes has included two spring seasons, and each time they were just enough to cope with increased volume. Now they are over the hump and can breeze through any increase enjoyed next spring—they hope! #



BACK OF MARKING HOPPER has dropleaf shelf for second marking girl to clear a lot through fast when necessary

20 YEARS AGO - 1932



FIRST
USE OF
MOISTURE IN A
CHARGED SYSTEM!
SANITONE'S
"CYCLIC" PROCESS
INSTALLED AT
LIFSEY'S,
MONTGOMERY,
ALABAMA,
MARCH 21, 1932



SOME PEOPLE
IN THE INDUSTRY
DUBIOUS ABOUT
CHARGING SYSTEMS
AND USE OF
ENOUGH MOISTURE
TO GET CLOTHES
REALLY CLEAN...



BUT

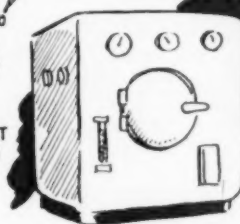
THE
CUSTOMERS
LOVED IT!

5 YEARS AGO - 1947

SANITONE
CYCLIC
SYSTEM IN
USE FOR 15 YEARS NOW!

AMAZING CUSTOMER
ACCEPTANCE - PROVED
EVERY DAY BY THE
600 QUALITY DRY
CLEANERS THROUGHOUT
THE UNITED STATES AND
CANADA WHO

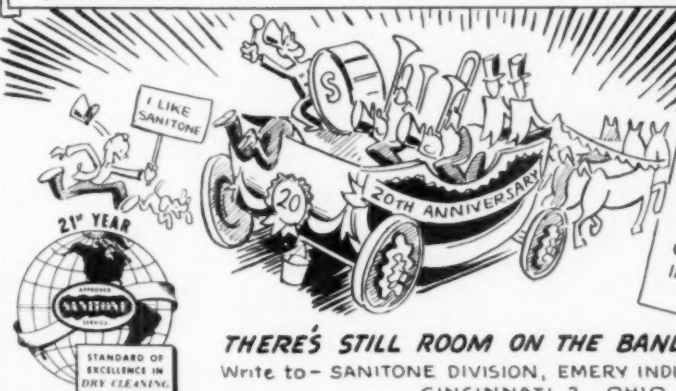
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SYNTHETIC SOLVENT PLANTS HAVE
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(SYSTEM CHARGED WITH
1% FILTERED CONTINUOUSLY,
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PETROLEUM SOLVENT
PLANTS...

**RESULTS
AMAZING!**

TODAY - THE SANITONE BANDWAGON!



ALMOST 1300
SANITONE LICENSEES-
BOTH PETROLEUM
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OPERATORS AS FAR
AWAY AS NEW
ZEALAND ENDORSE
THE SANITONE PROGRAM
FOR INCREASING
CUSTOMER ACCEPTANCE,
IMPROVING PROFITS!

THERE'S STILL ROOM ON THE BANDWAGON!

Write to - SANITONE DIVISION, EMERY INDUSTRIES, INC.
CINCINNATI 2, OHIO

meet
National's
 new baby

The world's only method of invisible marking, National's **FANTOM-FAST**, has an offspring . . . The **FANTOM-BANTAM** Unit!

It's ideal for SHIRT IDENTIFICATION, and BACHELOR BUNDLES and for the SMALL LAUNDRY. The Fantom-Bantam Marking Machine is manually operated and contains 6 type wheels, each wheel containing the full alphabet and numerals 0 to 9, with characters practically twice as big as regular black ink marks. Every plant has its own individual symbol.

Fantom-Bantam fits right in with your present marking system without requiring Mark-Record files or special operator training.



Talk to your National representative. Let him show you how you can easily afford the advantages of National's new baby - the Fantom-Bantam. Write National today for new Fantom-Bantam Bulletin.

THE

National

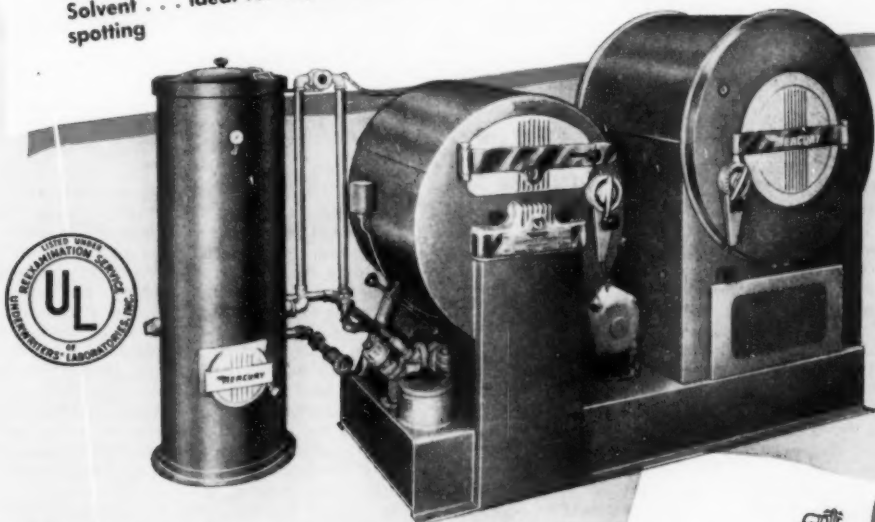
MARKING MACHINE COMPANY

4026 CHERRY STREET • CINCINNATI 23, OHIO

Available NOW . . . in 36-lb. and 48-lb. sizes

MERCURY . . . FOR 10 YEARS THE LEADING WASHER-EXTRACTOR UNIT

A real all-purpose unit . . . use one or more for new or old plants . . .
furnished with or without tumbler . . . for use with 140° F. or Stoddard
Solvent . . . ideal for Super Strong Soap . . . reduces wet cleaning and
spotting



The Modern Petroleum Unit: includes 36-pound combination washer-extractor, 36" x 30" tumbler, six plate 1000 GPH filter, storage tank, piping and pump. Investigate the Mercury—ask any of its 3000 Successful Owners in U.S.A.

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Piece-Control Marking

Cuts losses and speeds assembly
at Midwestern drycleaning plant

by LOU BELLEW

A PIECE-CONTROL TAG SYSTEM developed by Morris Cornick for his Lake Shore Cleaners in Chicago serves as a "marking system," "tagging system," "lot system," "assembly system" and "identification system." Finally, it is a double check on each order, both before and after bagging.

Many tag systems are bulky, making them clumsy and hard to handle at the counter. It is often more desirable to do the actual marking and tagging of the garments behind the counter or some partition, rather than in front of the customer, for the sake of keeping the office uncluttered. Morrie's development, however, is dressy enough and compact enough to be kept on the counter; fast enough to permit marking right before the customer's eyes.

A narrow plywood container with five open-top compartments holds the marking tickets or tags in an upright position, handy to the counter girl. Each of these tags sports in the center a bold-type number in a square "box." These numbers range from 1 through 5, allowing selection of tags according to the number of pieces in any order. With the exception of tag No. 1, they come in detachable strips—three No. 3 tags in one strip, four No. 4 tags, etc. Each strip of tags has a control stub at the top bearing the assembly number, as well as the piece number in the square box on the tags.

A different color tag is used each day. This means there are six of these small plywood racklike affairs, one for each color, in stock, with five compartments for the tags. The marking-tag color shows what day any garment came in. The number in the box in the center of the ticket denotes the number of pieces in the order.



STRIPS OF TAGS kept in compartmented plywood box at left, according to number of pieces in order (large figure at left of control stub showing at top). Right: Tags laid out to show arrangement in box. Note control stub bears same assembly number as accompanying tags in strip. Note also large figure in center to indicate number of pieces in the order.

There is also a set of assembly numbers at the bottom of the tags. An additional digit placed before the assembly number indicates the source of the order. For instance, since each series runs from 001 to 999, tags with only three digits in the assembly numbers show the order came over the counter. When a tag has four digits, the first indicates the route or store involved.

The easiest way to explain the operation is to follow an order through the plant. When the order is brought in the counter girl counts the pieces, which we'll say total four. She selects a strip of tags which bear the big number 4 in their centers, makes out a four-copy invoice with a full description of the order, tears off the control stub with the assembly number from the top of the strip of No. 4 tags, and staples it to the top of the plant invoice. (As a double check against possible loss of this little tag, she writes the number on the invoice.)

Next the girl places the invoice in a box on the counter, and staples each tag to a garment. In case she winds up with too many or too few tags, she can check the invoice immediately to catch her error before the order gets into the processing.

After cleaning, garments are sorted into five divisions according to the big number on the tags. Number 1's are sent to the finishers first, then the 2's, etc. Thus the workflow is, without visible effort, broken into lots and is finished in completed units for faster and easier assembly.

Finished garments are all placed on an express rail leading from the finishers to the inspector, who brings up work to his station every half hour. After inspection,



INVOICES FROM EACH LOT sorted into piles according to bold number on control stub stapled to top of each invoice. At assembly point invoices are hung in same groups for fast assembly of orders containing same number of pieces.

Two-bath method brings near elimination of wet cleaning

COMBINATION WASHER-EXTRACTORS

PROVIDE FOR BOTH 43 TIMES AS MUCH
SOAP AND FOR SEPARATE RINSE
AT NO ADDITIONAL COST

THE BENEFITS of the two-bath method of dry cleaning are obvious. It is simply a question of using much more soap, followed by an infinitely purer rinse.

The 3% solution of FORMULA 886 introduces 43 times more active ingredient to the washer-filter assembly than is introduced by the beat filter soap in the old fresh-soap-to-each-batch method; and at least 4 times as much as introduced by the very best "charged system" with no separate rinse.

The active ingredient in a 3% solution of 886 is comparable to that of a concentrated soaking bath. Fabrics cleaned in it are virtually prespotted right in the washer.

But even the most liberal cleaning-room budget could not afford the use of 43 times as much soap, or the maintenance of such pure rinse solvent, if the fabrics were not extracted between soaping and rinsing. This extra step is necessary to the practical application of the two-bath method. After cleaning on filter circulation in the 3% solution of 886, the strong soap solution is extracted from the fabrics and salvaged for continuous use.

In thus providing for such a large recovery of strong soap solution, the soap cost per hundred pounds of fabrics is *actually less* than when only a fraction as much soap is used in the one-bath method. Of equal importance is the fact that the extraction between soaping and rinsing prevents excessive contamination of the rinse solvent, and the added purity of the solvent from which the fabrics are removed for drying contributes immensely to the success of the two-bath method.

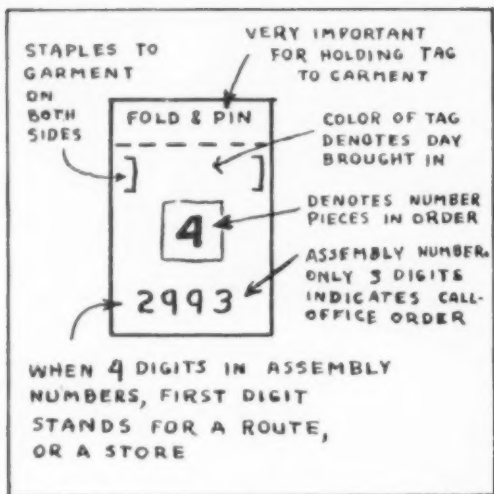
THE COMBINATION WASHER-EXTRACTOR is a boon to the two-bath method because of its labor saving features. Three transfers of fabrics are required when using conventional petroleum equipment: (1) from strong soap washer to extractor; (2) then to rinse washer; (3) and then back to extractor. The combination washer-extractor reduces this handling from three transfers to none when the soaping and rinsing are conducted in the same machine, or to one transfer when the use of one combination machine is restricted to soaping and a second combination machine reserved for rinsing.

After having purchased new equipment, or after having converted old equipment for the practical adaptation of the two-bath method, protect your investment in time and money by resisting all temptation to use any soap or cleaning-aid other than FORMULA 886. Filter soaps and "concentrates" do not possess the degree of solubility or stability so necessary for maintaining the required concentration of active ingredient in the strong soap washer-filter assembly.

Other cleaning-aids more recently marketed in an attempt to emulate 886 fail to provide equal moisture control, and fail to impart as much conductivity to the solvent, both of which are so necessary for the unprecedented pass-ups and whiteness retention enjoyed with 886.

For detailed information on the two-bath method write for free copy of article titled "THE COMBINATION WASHER-EXTRACTOR." R. R. Street & Co., Inc., 561 W. Monroe St., Chicago 6.

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MARKING TAG for each piece. This example is for order of four pieces

garments proceed on along this express line to two assembly rails paralleling the express rail. Assembly rings are used on one line while the lot tickets are placed in order on the third line. From the express line, garments are removed and hung in spaces according to the number in the "box" on the tag. For instance, all with the big number 5 are hung in the "5" space, 4's on a "4" space, etc., until there are no more such numbers in that lot.

After clearing the line, the assembler starts matching to the invoices, on the other line. If she is clearing 5's she wastes no time on any of the invoices that don't bear one of those big number 5's on the assembly-number stub which was clipped to the invoice when the customer brought in the order. And so on down 4, 3, 2 and 1 until the lot is completely assembled or accounted for.

With work passing through the finishing units in proper sequence, each garment in the order will bear the same number. In theory, therefore, all the 1's would come through at the same time for assembly, then 2's, 3's, etc., but such is the flexibility of the system that even mixed numbers can be handled just as easily.

As soon as any invoice showing the big "5" has five articles on one assembly ring, the assembler sees the order is complete. She double-checks with the description on the invoice to be sure, hangs the invoice on the order ring, and places the completed order on the express rail to the bagger. She follows suit with the 4's, 3's, 2's and 1's until the lot is completed, then hangs the tickets for the next lot to come through. More finished work is slid up to the assembler's station and the process goes on.

At the bagger's station the orders again are checked for count, according to the big numbers on both tags and invoice, as well as the description on the invoice. All tags are removed from the garments, the order is bagged, and the invoice, as well as the tags, is stapled to the top of the bag itself.

Orders are then placed on racks according to the code numbers ahead of the assembly number at the bottom of each tag. (Remember? Each route and store has its own prefix number on its tags, while over-the-counter orders run to only three-digit numbers.)

Whether the order goes out of a store or is delivered, the person handling the transaction is taught to count the number of tags stapled to the bag against the number of garments designated on the invoice, as well as to see that all the tags bear the same assembly number. A real deal in preventing mixed orders.

Flexibility of System

This system would appear to be unique in more ways than one. For instance, except for wasting tickets, no harm was done when Morrie took several of the strips out of the plywood container and demonstrated how to tear the tags off to staple them to an order. After dissecting half a dozen of the strips he casually tossed the parts into a wastebasket—without disrupting the system.

The secret: Each ticket according to its number is an independent unit. A tag bearing the big number "1" has a stub attached to it with a standout number "1" ahead of the assembly number which is the same as on the tag itself. This tag would be used only on an order composed of one garment. The tag would be stapled to the garment, while the identically numbered stub would be torn off and stapled to the invoice. A tag with the number "3" on it would be comprised of three tags each bearing a big "3" with a control stub bearing the same "3" and the same assembly number as the rest of the strip of tags, and so on.

In this way any number of people can work off the same box of tags without confusion since each tag from this strip of tags contains the same assembly number in addition to the big standout number which indicates the number of pieces in that particular order.

Any number of garments in a single order can be handled, even though no strip has more than five tags. For instance, if an order made up of seven garments is to be marked in, two strips of tags bearing the number "4" are used, with the eighth tag being stapled to the top of the invoice along with the assembly-number stubs of both strips. In this case both assembly numbers are written on the invoice, so that at the time of assembly the tags jibe with the number of garments in the order. There is no confusion since the 4's are processed at the same time and will come to the assembler almost as a completed unit, just like the other orders that actually have just four pieces.

If there are six articles in one order, then two of the No. 3 strips are used. It is less work to assemble to three assembly-number stubs on an invoice than it would be if three of the No. 2 strips had been used to mark in the order of six garments.

Since the many parts of the original order are kept together mainly through the large single number on the identifying tag, there is less chance for error; the order



FOR INCOMING ORDERS invoices are made out, placed in box at right foreground. Proper strip of tags is pinned to order, garments pushed aside for tagging at more convenient time. Control stub from strip stapled to top of invoice provides quick check in case of mixup, miscount

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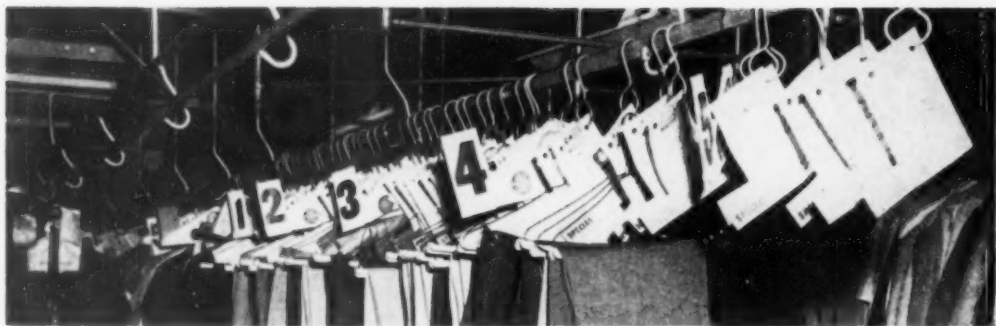
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LARGE NUMBERS ON HANGERS show spaces for assembling to invoices that call for certain number of garments. Photo was taken on light day when work was being wound up with garments sorted directly from finished-work express rail in foreground to invoices shown

is processed in batches which must contain all the parts of each order. Assembling then is relatively simple since in two steps the entire lot of cleaning is broken into the final completed order by referring to no more than five big numbers on the garment's identifying tags.

To denote special service there are long flag tags which are stapled to the tail of the identification tags. The message is printed in extra bold type at the end of the flag rather than along its entire length, so the identifying tag does not hide the wording, and it can be easily read at a glance.

For those who might worry that the identifying tags might pull off, the tags have a fold-end that is turned down over the edge of the garment and is stapled on both sides, affording a double purchase. Should the tag come off there always remains a bit of the colored flag to denote the day. Since all parts of an order are processed on the same day, a shortage in the number of pieces in an order (this is where the big numbers on the tags come in handy), showing up when an order is assembled, gets the tagless garment into its proper order.

Most cleaners agree that sorting, assembling, checking and bagging are the bottlenecks in most drycleaning operations. Any system that lessens the confusion or

speeds the work through even one of these departments is a big help, and here seems to be a system that helps do so in all these spots. There is no need for pen marking, or writing on anything except the original invoice, since each tag shows the day the order came in, where it came from, goes to, and the number of pieces. All in all, the system apparently saves half the usual assembly space, and at least half the assembly time of an ordinary handwritten system.

Another big advantage of this system is that it can be used by the largest or the smallest plant, and fitted to almost any conditions. In a very small plant, for example, there might not be enough finishers to permit fast enough finishing on all orders of five pieces, then four-piece orders, etc., for the greatest speed in assembling. This small operator can have the orders hit assembly in a jumbled batch of all different-sized orders and still not disrupt a smooth assembly operation. In such a case it would only mean the assembler would first sort all the 1's, 2's, 3's, 4's, and 5's into groups, and then assemble each of these smaller groups to the proper invoices.

Naturally, in a larger plant it would be simpler to have all garments of the same number come up to the assembler at the same time. But it's easy to change to fit any condition in any plant, large or small. # #

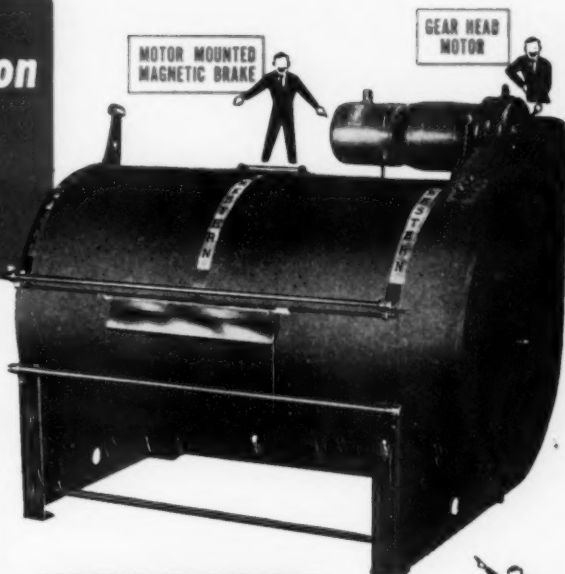


FOR DELIVERY identifying tags are removed from garments, stapled to outside of bag, as is invoice, also special-service flag, if any. This allows further check upon delivery to make sure all tags bear same number and assembly numbers check

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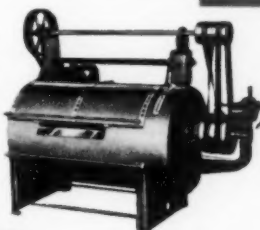


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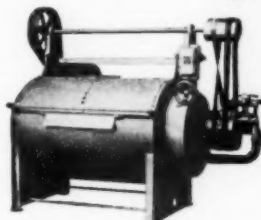
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Manual for Training Silk Finishers

Part IX: Finishing on press machines— sleeve, mushroom, utility and hot-head

by LAURA HERRMANN PORTERFIELD

A. Instructions to Trainers: Sleeves, Collar and Trim

The operation of finishing sleeves on the sleeve machine would be presented to the student in the same manner described in Part II of this series (April 1952, p. 42) in the sections devoted to the 14-inch sleeve.

Make sure that the trainee always places the sleeve on the machine through the neck opening so the shoulder fits over the larger end of the machine.

After this operation, follow the presentation given in Part II in the sections referring to sleeve touch-ups.

Teach the operator to be careful how the garment is laid on the apron of the machine so the blouse does not get any unnecessary wrinkles. The left sleeve should be done first; it will then hang free to the front of the machine while the right sleeve is being finished.

The operator should get in the habit of holding on to the left sleeve as she removes the garment from the hanger. That is, place the right hand at the neck of the garment, the left hand at the bottom of the left sleeve, facing the operator's left hand, and slide the garment from the hanger, keeping hold of the left sleeve. Lay the garment down on the apron of the machine and, at the same time, transfer the left hand to the neckline of the garment and slide it on to the sleeve.

The next operation would be the finishing of the collar or trim on the garment. This would follow the same method detailed in Part III (May 1952 NATIONAL CLEANER & DYER, p. 44), in Sections A, B II and C, referring to collars.

After finishing the collar and trim would come the top of the garment, which would be done on the mushroom press.

A. Instructions to Trainers: Top of Dress on Mushroom Press

The mushroom press is not much used for dresses or silks in a cleaning plant as it is much easier on the operator to finish her garments on a set of puff irons. However, in some plants there are times when this press must be used in order to get out the work.

The important thing to stress to your pupil in the use of this press on the tops of silks is that she does not use the head of the machine at all unless it is necessary to have added pressure. In most cases the garments can be finished the same as on the puff irons, with steam from the buck and the use of the hand pad in an ironing motion.

The head of the press will be used on the collars and front openings of the garments. This machine is, therefore, especially good for finishing the tops of sport shirts.

On sport shirts, after the collar has been finished the

garment should be turned so that the facings are turned up toward the view of the operator and finished as shown in Fig. 4. Then the shirt should be finished the same way as open-down-the-front garments. The tail or bottom of the shirt will then be finished on the utility or hot-head press.

B. Instructions to Trainees: Top of Dress on Mushroom Press

Job Breakdown

IMPORTANT STEPS

1. Place garment on press.

KEY POINTS

- a. Keep hold of neckline with right hand as you remove garment from sleeve.
- b. Have side zipper open, neckline zipper closed (Fig. 1.)
- c. Grasp hem of garment with left hand. Have back of dress on top of buck with left shoulder for first lay (Fig. 2).

Proceed as for finishing on mushroom puffer (Part III, sections on tops of dresses).

Note (Fig. 3) how tension is relieved on the collar by holding the garment up toward the buck with the right hand, especially if it is necessary to use the head of the machine to finish the collar as in the case of men's shirts.

Wrinkled facings on the shirts should be straight-



FIG. 1. Side zipper open; neckline zipper closed

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FIG. 2. Back of dress on top of buck; left shoulder is first lay



FIG. 3. Right hand holds garment up toward buck to relax collar tension

ened out before the rest of the shirt is finished. Place the shirt wrong side up on the buck. (See Fig. 4.) Steam lightly, and if the wrinkles do not fall out, use the fingers to straighten them out. Then steam again, lower the head of the machine with the left hand, using the foot lever to assist, and fan lightly. *Do not lock the machine.* Release the head, and apply the vacuum.

The shirt should be finished the same way as for open-down-the-front garments as described in Part III, Sections A, B II, and C on tops of dresses. If it is necessary, both hands can be kept at the sides of the machine to hold the garment on and the head can be lowered on the machine by use of the foot pedal alone. Again be sure to use the head only in a fanning motion by releasing the pressure of your foot on the pedal slightly as soon as the head touches the garment.

B. Instructions to Trainees: Soft Materials—Skirt or Bottom of Dress on Utility or Hot-head

Job Breakdown

IMPORTANT STEPS

KEY POINTS

1. Place garment on buck of press.
 - a. Remove garment from hanger; Without removing hanger from rack, place left hand on shoulder at neckline, having neck opening unfastened, and right hand at hemline; slide garment off hanger.
 - b. Slide hemline of dress up left arm with right hand to reverse garment. After hemline is over neck, release right hand and grasp neck opening with right hand; release left hand and let garment drop so it is turned inside out.
 - c. Grasp hemline with left hand at side seam below zipper and slide dress on to buck.
 - a. Step on steam pedal with right foot.
 - b. Just enough to allow steam to soften garment.
 - c. Straighten hemline and smooth out fabric with hands.
2. Steam from buck.

3. Steam again and finish.
 - a. While stepping on steam pedal start lowering head of press with both hands.
 - b. Release foot on steam pedal before machine head is halfway down. Place foot on large foot pedal to assist in lowering the head.
4. Apply fanning motion of head of machine.
 - a. This step must be judged according to the garment; a slight fan of about one inch is best.
5. Apply vacuum.
 - a. Release head; take foot off large pedal.
 - b. Step on vacuum pedal with left foot.
 - c. Place hands at back of buck to pick up garment and move it toward you for next lay.
6. Continue around entire skirt as from Step 2.
7. Remove dress from machine.
 - a. Grasp hemline in right hand and draw garment over itself, while reaching under buck (inside dress) for shoulder of garment.
 - b. Hold on to dress at shoulder with left hand and lift from machine.
8. Return garment to hanger.

A. Instructions to Trainers: Hard-Finished Materials

First show the operator which materials must be turned inside out to be finished on this type of press. You can teach her to finish soft wools and crepes in the same manner as they are done on the steam board, but some girls have trouble using the trowel with the left hand instead of the right one. This can often come later after the pupil is a little more relaxed and accustomed to the machine and operations.

As long as you have the garment inside out on the buck, be sure the seams are straightened out as the finishing is done. It is still just as important that the garment be *lifted* to the next lay rather than pulled across the buck.

(Continued on page 58)

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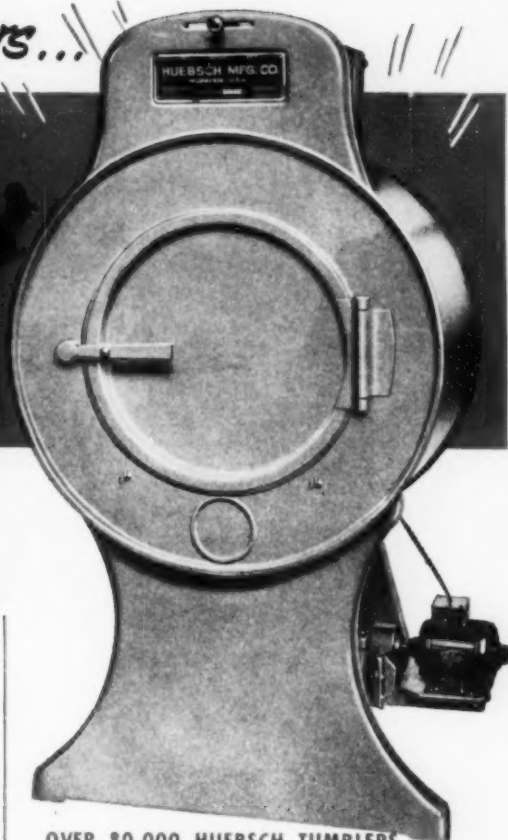
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FIG. 4. Finishing facing of sport shirt

(Continued from page 52)

The most important training comes in teaching the amount of steam to use and the motion of fanning the head of the machine. This last means that the pressure control on the machine head must be set just right, and the pupil should be shown how to adjust the pressure.

The habit of turning the dress inside out and also the above method of taking the dress off the machine is a good one to get into. Don't let the operator do it any way she pleases as this operation can take a lot of time and prove to be very costly.

All hard-finished materials in light color only can be



FIG. 5. Finishing hard-finish-fabric skirt on hot-head press

finished over the double-faced flannel. First, explain to the pupil the reason you use the pad—to allow the seam impressions to go down into the pad just as at home we iron embroidery work on a turkish towel. The fanning motion must be very light on this operation.

B. Instructions to Trainees: Hard-Finish Materials on the Hot-head Press

Job Breakdown

IMPORTANT STEPS

1. Place double-faced flannel cover securely over regular press cover.
2. Place dress on buck and continue to finish skirt as in previous breakdown from Step 2. (See Fig. 5.) # #

New Carpeting Suggests Flameproofing

Synthetic and cotton floor coverings
have lower fire resistance than wool

by S. E. SWANSON

Bigelow-Sanford Carpet Company, Inc.

WITH THE INTRODUCTION of synthetic fibers and cotton into the soft-pile floor-covering field, the question of the need or desirability of flameproofing has been raised. Although millions of yards of carpet containing pile made from fibers other than wool have been produced and sold, no complaint about flammability has ever come to our attention. Some carpet manufacturers, for extra caution, do treat carpets made from synthetic fibers with a flame-retardant solution. Also, rug cleaners may receive some customer requests for flameproofing of floor coverings.

The flammability of any given fabric is influenced not only by the type of fiber and its relative ease of combustion, but the weight and weave of the fabric.

The relation of the fabric to service conditions also plays an important part.

When carpet rayon and acetate are blended with wool, the resultant pile fabrics are for all practical purposes nonflammable, like all-wool carpet. This is because fibers of animal origin, such as wool, decompose on heating to liberate nonflammable nitrogenous gases. As a result of the blending of wool and carpet rayon, the dropping of matches or cigarettes on the pile of these fabrics will result only in a charring of the surface like that developed in all-wool fabrics.

Cotton fibers are in approximately the same category of flammability as viscose carpet rayon. Acetate is generally considered to be less flammable than vis-

"another **TINEA PELLIONELLA** bit the dust!"



Nope, it's not a rampaging redskin tribe—just dictionary talk for plain old pesky moth. But no marauding Indians ever did the damage those "Tinea pellionella" do either—destruction in millions of dollars annually. There's an answer though—MONITE—the guaranteed insured mothproofing that thousands of smart cleaners use as an extra added customer attraction.

No extra labor or equipment required—applied in the wheel—costs only 1½ cents per average 3 lb. garment.



Adco, Inc.

Manufacturing Chemists Since 1908
Sedalia, Missouri, U. S. A.





"Oddly enough I always make more money when cleaning volume drops off!"

case rayon. However, there are indications that acetate fabrics in service will have about the same burning characteristics as carpets made with viscose rayon.

Pile floor coverings are relatively dense and during service the pile yarns become crushed. As a result of the original density and/or the normal service, the pile yarns do not permit oxygen to reach the fibers to support combustion. Therefore, fabrics made from 100 percent rayon, acetate or cotton will not burn with marked intensity. The fact that carpet lies flat on the floor also minimizes the propagation of flame. Obviously, in floor coverings flammability hazards are not present to the degree noted in wearing apparel of the brushed rayon type.

It is possible to apply chemicals, usually called flame retardants, which will render the fabric flameproof. It is important to note that the term "flameproofed" is used since no textile product can be treated so as to render it noncombustible or "fireproof." A flameproofed fabric will burn when raised to a high enough temperature, but the rate of combustion is slowed or the flammable material is rendered incapable of supporting combustion.

Flame-retardant compounds vary greatly. The efficiency of a flame retardant will depend upon the fiber and fabric to which it is applied, but generally it may be measured by the flame and glow resistance of the treated fabric as well as the durability of the treatment.

To be an ideal flame retardant, the material would:

1. Make the fabric fire-resistant and glow-resistant.
2. Be resistant to washing and drycleaning.
3. Withstand humid conditions.
4. Not cause tendering of the fibers due to aging or exposure to sunlight.
5. Not harshen the feel of the fabric.
6. Not alter the color or affect the dyes in the fabric.
7. Not promote growth of microorganisms.
8. Not be toxic.
9. Be easy to apply.
10. Be reasonable in cost.

It is obvious that fulfilling all ten requirements is extremely difficult and that some compromises may be necessary.

There are two broad groups of flame retardants commercially available, the temporary or water-soluble

type, and the permanent or insoluble class. The latter type would involve water-insoluble compounds or a chemical treatment to alter the chemical characteristics of the fiber involved. Unfortunately, so far as carpets are concerned, the permanent type of flame retardants in their present stage of development cannot be employed due to their adverse effects upon the fibers and fabrics, particularly with respect to durability and crush resistance. Therefore, only the temporary class can be considered suitable for carpets.

Flameproofing of pile floor coverings, even with the temporary type of flame retardants, is subject to certain hazards and their indiscriminate use is not recommended by the carpet manufacturers. Some of the available flame-retardant materials tend to liberate acid under prolonged storage, resulting in chemical damage to the cellulosic fibers (rayon, acetate and cotton). Other materials are hygroscopic; that is, they readily absorb and retain moisture. Thus in areas where dampness is present, odors and damage to the fabric from microorganisms would be possible. Other products, because of their nature, could cause chemical damage to fibers. Because of these hazards, it is important that extreme care be exercised by the rug cleaner in the selection and application of flame-retardant chemicals.

We are outlining below recommended formulas for application by the rug cleaner to rayon, acetate and cotton fabrics. Generally speaking, these flame-retardant materials, when properly applied, have practically all of the properties listed above for the ideal flame retardant. Because of the absence of any flame hazard in blend fabrics, the treatments should be confined to carpets having 100-percent cellulosic yarns.

Formula #1—For Rayon and Acetate Pile Fabrics

Prepare a 3% borax-boric acid solution using a ratio of 2.1% borax and 0.9% boric acid. This would represent 27½ ounces of borax and 12.5 ounces of boric acid dissolved in 10 gallons of water. After the chemicals are thoroughly dissolved, spray the solution on the carpet at the rate of ½ pint per square yard of carpet.

Formula #2—For Cotton Pile Fabrics

A 2% borax-boric acid solution using a ratio of 1.4% borax and 0.6% boric acid plus 1% diammonium phosphate is made up. This would represent 18.75 ounces of borax, 8 ounces of boric acid and 13.25 ounces of diammonium phosphate dissolved in 10 gallons of water. After the chemicals are thoroughly dissolved, spray the solution on the carpet at the rate of ½ pint per square yard of carpet.

Certain precautions must be employed in the application of the flame-retardant materials:

1. Use a fine atomizing spray and confine the solution to the upper tips of the pile.
2. Apply the treatment to the shampooed fabric after it has been dried—do not apply to the cleaned but wet carpet.
3. The treated fabric must be air-dried—do not dry with heat such as employed in rug driers.
4. Do not use more than the recommended quantity of solution.

Failure to observe these important precautions will result in either inadequate flame protection or fiber disintegration. However, if properly prepared and applied, the flame-retardant chemicals described above can provide an added source of revenue to the rug cleaner. # #

You get
the most
beautiful
dry cleaning
job in the
world...
from the
world's most
economical
"Charged
System"
method of
cleaning The



Adco

Write, wire or call Adco collect and we'll
have our dry cleaning engineer in your
area come into your plant and prove,
at absolutely no cost to you, and with your
present equipment, that the Dri-Sheen
process more than fulfills our claims!

Manufacturing Chemists since 1903
Sedalia, Missouri, U. S. A.



Shown is a Carlie Original of Antique
Pure Silk Gauze by Elgin... its shim-
mering delicateness kept like new by
the Dri-Sheen Process.

DRI-SHEEN PROCESS

Food for Fabrics

which combines

DRI-SHEEN

and

400

Paperwork Made Simple

Route control obtained with "charge-out stubs" . . . and no lost garments

by WILLIAM R. PALMER

GETTING THE ROUTEMEN OUT of the plant is the most important factor in building route volume, in the eyes of the Harry Shaletts, father and son, who operate a long-established drycleaning business in New London, Connecticut. The way to do this, they found, was to eliminate the trip sheet or route manifest so generally used to show work either delivered or to be delivered.

The key to a practically foolproof control of route business, without the trip sheet, is two slips of paper at the bottom of the single carbon copy of the plant's invoice. It has saved each routeman a minimum of half an hour a day and cut office paperwork in half.

As shown here, the invoice and its duplicate are identical in all printed matter and ruling. The only exception is the substitution of the word "invoice" at the top of the yellow carbon copy for "statement copy" at the top of the original.

The two stubs referred to are made by perforating the yellow copy in two places. One is just above the bottom serial number, the other is below the middle of the invoice just above the name of the company. The smaller stub at the bottom is the "assembly stub." The larger stub, in the middle, is called the "sales stub." Thus there are, altogether, on the two sheets of paper:

1. The original statement copy (white)
2. The customer's invoice (yellow)
3. The sales stub (yellow)
4. The assembly stub (yellow)

The original statement copy goes from the store or the marker straight to the office. There it is filed numerically in a box containing index cards that separate every 20 orders, for easier handling. This box therefore shows what work is "in the house" being processed or ready to be processed.

The complete yellow copy goes to the assembly department. When the order is assembled, this yellow copy is attached. From the bottom of it the assembly girl tears off the narrow assembly stub. These stubs are then forwarded to the office.

The Charge-Out Box

In the office the original statement copy that matches each stub is pulled from the file box, and filed in a similar box. This latter file box is generally referred to at Shalett's as the "charge-out box." All invoices in the charge-out box indicate orders for which the drivers and stores are responsible. These invoices must match orders on the drivers' racks or store racks when inventory is made at the end of the week.

Meanwhile, the assembly stubs are tied in a little packet at the end of each day and stored for six months. They are thus available as a double check, proof that

SECOND OR YELLOW COPY. Original is identical except for substitution of "statement copy" at top for "invoice." A—A shows perforated line separating assembly stub at bottom. B—B shows where sales stub comes off. (Original is one sheet, does not come apart)

the original copies were (or should have been) transferred from the first box to the charge-out box.

When the order is delivered or called for, the driver or salesgirl tears off the second stub, the "sales stub." They check the appropriate route or store number and write down the amount of cash received, or else put down "chg" for a charge account. These slips are turned in with the money when cashing up at the end of the day.

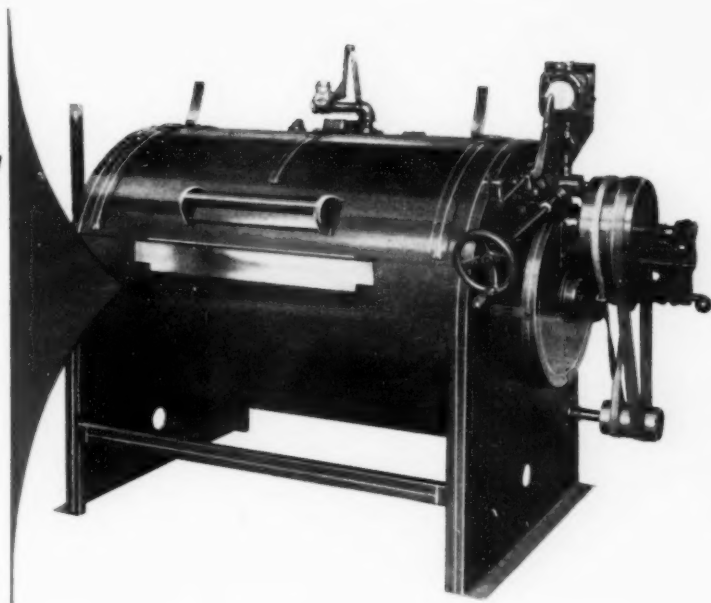
Briefly, the function of the two stubs is that the assembly stubs "charge out" orders to the routes and stores, while the sales stubs "relieve" them of the charge.

The sales stubs on reaching the office are matched with the invoices in the charge-out box and the latter



"The boss sure saves plenty on tags by cutting 'em in quarters. Good thing he can't count to sixteen!"

The New AMERICAN 30" Dry Cleaning Washer



Better-built...for less

Now you can own an economically priced, all-metal washer designed for finest quality dry cleaning with petroleum base solvents. The new AMERICAN 30" Dry Cleaning Washer is constructed of highest grade materials, skillfully assembled into a sound, sturdily-built machine with these features you'll want to investigate.

- One-Piece Steel End-Frames Form Tub Heads.
- Welded, Leak-Proof, Steel Tub with Slotted Tub Heads for Easy Removal of Cylinder.
- Mechanically Interlocked, Flange-Sealed Tub Door with Hinged Supply Door and Unloading Apron.
- Welded, All Steel Cylinder with Double-Embossed Perforations.
- Opposing Cylinder Doors with Finger-Grip Latches.
- Unloading Shelves and Drain Pan.
- Solvent Level Indicator.
- Static Grounding Device and Safety Relief Door.
- Automatic Steam Fire Extinguisher and Tub Door Closing Device.
- Automatic Reversing Mechanism and Handwheel Spotting Device.

- Three Sizes: 30x30", 30x40" and 30x48"; Either Explosion-Proof Belted Motor Driven or Belt Driven, End Header.

Don't wait another day. Wire or write for complete information on the new AMERICAN 30" Dry Cleaning Washer . . . better-built for less.



DIVISION OF THE AMERICAN
LAUNDRY MACHINERY CO.

**AMERICAN CLEANERS
EQUIPMENT CO.**

CINCINNATI 12, OHIO

are pulled. Those invoices for orders on which cash was received are bundled up at the end of the day and stored. Charge-account invoices go to the bookkeeper, who posts the charges right from the invoices. These are then filed with the ledger cards and are mailed out with the statements when the customers are billed. All the sales stubs are also tied in packets and stored as evidence of delivery, should any question arise.

Follow-up on Drivers

When that first stub is received in the office and matched with the originals, the date is stamped on the bottom of the original. That provides a record of when the order was turned over to the driver or store. When an invoice remains in the charge-out file more than a week, the driver is queried for the cause. His reason, too, is noted on the bottom of the invoice.

The driver is also called to account when there is no order on the rack to match an invoice in the charge-out file. Usually he has delivered the order but is holding the sales stub until he gets the cash. In this case "driver holds stub" is jotted at the bottom of the original in the charge-out box. This must be cleared up by the end of the following week.

Similar Storage Invoices

As illustrated here, the storage invoices work the same way. There are four copies instead of two. One of the additional copies is a customer's receipt, given or mailed to her when the garment is inspected and marked in. The other is held in the office as a permanent record.

The original and the first copy are held in the office until the customer requests her garments, then these two invoices operate in the same way as the drycleaning

STATEMENT COPY

PHONE 2-5317 THE SHALEYT CLEANING & DYEING COMPANY 7-A MONTGOMERY AVE. NEW LONDON, CT

COLD STORAGE RECEIPT No. 2800

DESCRIPTION	DATE	CHARGE
1. STORE		
CLEAN		
REPAIR		
2. STORE		
CLEAN		
REPAIR		
3. STORE		
CLEAN		
REPAIR		

COD. CALL DELIVER CHARGE

STORAGE RECEIPT NO. 2800

NAME _____ DATE / /

ADDRESS _____

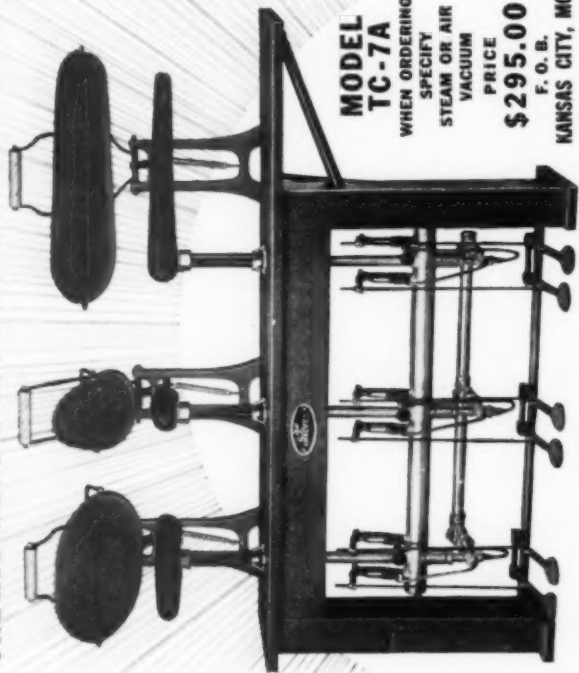
2800

STORAGE INVOICE is handled in same manner as drycleaning invoice, with addition of a customer's receipt and a permanent record copy

invoices. Here again those two stubs on the copy are torn off and serve to charge orders to drivers, and then release them as the work is delivered and accounted for. # #

The Glover

FABRIC HEAD PRESSING MACHINE UNIT



MODEL TC-7A
 WHEN ORDERING SPECIFY STEAM OR AIR VACUUM
PRICE \$295.00
 F. O. B. KANSAS CITY, MO.

operating fabric heads are mounted on ball bearings.
 ● Finest equipment made for finishing dress tops, sleeves, shoulders and collars of coats and for topping pants.
 ● The Glover Fabric Head Pressing Machine Unit combines three light specialized Pressing Machines into one unit. Each Pressing Machine is equipped with two foot pedals, one for steam, the other for vacuum. The feather-light, easy-

OR WRITE US FOR FULL DETAILS

Bill Glover, Inc.
 5204 Truman Road
 Kansas City 1, Missouri





NOW... Oceans of suds that really mean something!

New PENSUDS wet cleaning detergent

... gets clothes sparkling clean in any water

Here's some real news for dry cleaners! It's Pensuds... a new powdered wet cleaning detergent fresh from Pennsalt's Whitmarsh Research Laboratories. And what is so good about Pensuds? Well, let's add some to your wheel and see for ourselves.

First, you'll notice how quickly and completely Pensuds dissolves. And look at those billowy suds even in that hard water!

Pensuds loosens those ground-in soils. Combine this with the exceptional soil-suspending power of Pensuds and you get cleaner, brighter clothes. What's more, in Pensuds there's no fatty acid present to cause objectionable odors in clothes. And Pensuds rinses out freely, completely... insuring softness to finished fabrics.

Pensuds is a "two-way" product—can be used either on the alkaline or the acid side. It is long lasting and economical.

Your Pennsalt representative or local distributor will be glad to give you complete information on Pensuds. For the name of your nearest Pennsalt distributor write to: Dry Cleaning and Laundry Department, Pennsylvania Salt Manufacturing Company, EAST: 2059 Widener Bldg., Philadelphia 7, Pa. WEST: Woolsey Bldg., 2168 Shattuck Ave., Berkeley 4, Calif.



**Pennsalt
Chemicals**



ANNOUNCING

THE GREAT, NEW HOFFMAN

THE PRESS YOU HELPED TO DESIGN
FOR COOL, QUICK, CONVENIENT FINISHING

For years, owners and operators of Hoffman pressing machines have made it plain that there was no finer machine for their needs. In making "Hoffman" the standard of value throughout the world, they have bought "the old reliable" with a confidence seldom earned by any other product.

Why, then, are we introducing this new model Hoffman? That's simple. Ever since Adon Hoffman invented the pressing machine in 1905, our policy has been to "make it better."

And this new press really is better for another reason — it incorporates a host of improvements plantowners and pressers themselves have suggested.

Along with all the time-tested Hoffman features for faster, better pressing, the new Hoffman gives you these important design and operation advantages:

COOLER PRESSING — Heat is deflected away

from operator by enclosure of the streamlined

Y-piece head support. **QUICKER PRESSING** —

New pedal arrangement, with larger surface. Buck support is recessed for easier manipulation of garment lays. Built-in garment rails, at each side of table, support unpressed work and hangers. **MORE CONVENIENT PRESSING** —

Temperature indicator on Y-piece shows correct heat for pressing sensitive synthetic fabrics.

Pressure adjustment wheel set horizontally in easy reach, for easy grasp. Table top is heat-resistant plastic — burn-proof, scratch-proof, stain-proof and snag-proof. Back board curves smoothly into rear edge of table — dust and dirt-free.

Once you see this great, new Hoffman, you'll agree "This is the finest Hoffman of them all." Visit your Hoffman branch showroom — or ask your Hoffman representative for full details. You've got a pressing date with a pressing masterpiece — see it right away.

TOPS IN VALUE

... SINCE 1905



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U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.



**FINEST
HOFFMAN
OF THEM ALL**



**IN AIR
OR FOOT
POWERED
MODELS**

**SEE IT!
TRY IT!**

Now at HOFFMAN showrooms

25 YEARS AGO.. NOV. 1927

PERRY'S CLNRS & DYERS, KINSTON N.C. INSISTS DEPT STORES CONFIRM COST OF ALL DRESSES INVOLVED IN CUSTOMER'S FIRE-DAMAGE CLAIMS.



NATL ASSOC. INSTITUTE OF DYEING & CLEANING CONVENES IN FIRST SCHOOL SESSION, OCT. 17, 1927. CLASS OF 30 STUDENTS FROM 23 STATES INCLUDES ONE GIRL, JENNIE WISNESKI OF ERIE, PENNSYLVANIA.

BIXLER VAPOR DRY CLEANING CO., IN FRESNO, CALIF., MAY BE FIRST TO USE BAGS OF A NEW MATERIAL CALLED "CELLOPHANE," TO COVER GARMENTS.



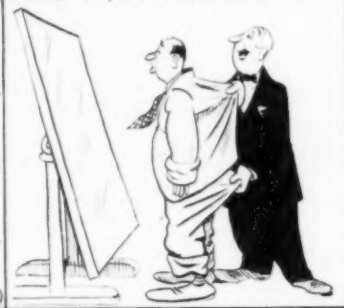
10 YEARS AGO.. NOV. 1942

CUSTOMERS DISSATISFIED WITH QUALITY OF WORK FROM BUSY CLEANING PLANTS. EXPERTS CLAIM INDUSTRY AS A WHOLE, IS DOING LOUSY ADVERTISING & SELLING JOB.



OFFICE OF DEFENSE TRANSPORTATION ISSUES GENERAL ORDER #23... PLACES SPEED LIMIT OF 35 M.P.H. IN ALL OF U.S. (FIVE MILES SLOWER THAN OLD 40 M.P.H. LAW)

OHIO'S YEAR OLD LAW PERMITS CLEANERS TO SELL UNCALLED FOR GARMENTS AFTER 90 DAYS IF CUSTOMER IS NOTIFIED 30 DAYS AHEAD OF SALE, BY REGISTERED LETTER.



SADIE, OUR TALENTED COUNTER-GIRL, LETS THE BUTCHER COOL HIS HEELS FOR AT LEAST 15 MINUTES BEFORE WAITING ON HIM....



BUT... WHEN OUR SADIE GOES INTO THE BUTCHER'S SHOP... SHE WAITS JUST 15 SECONDS... AND BLOWS HER STACK!

TODAY! "THE LITTLE SHOP AROUND THE CORNER"

"Any Questions?"



When you're considering the purchase of dry-cleaning equipment you'll want to ask a lot of questions . . . questions like these. Which gives best quality? Which has lowest cleaning cost? How about flexibility? Which has greatest production? How durable is the equipment? Drycleaners who ask these questions invariably come up with the same answer—Detrex. Here's why!

QUALITY! Detrex Process combines highest rate of distillation and filtration in the industry with scientifically developed mechanical cleaning action.

CLEANING COST! Miser-like Synth-O-Saver—a separate unit—recovers over 97% of the solvent . . . *without* tying up drycleaning equipment. Detrex cleaning quality also cuts cost by reducing re-runs to the absolute minimum.

FLEXIBILITY! Here you get a two-fold bonus. You get most flexible operation because you can use the Detrex Process on a straight solvent cycle—with soap added load by load—with the charge system for mild soap solution—or with the two-bath method for super-strong soap solutions! In regard to flexibility of installation, the two Detrex units permit an infinite variety of arrangements to best suit your conditions.

PRODUCTION! The Detrex Process divides the load . . . you get a 30-pound load of sparkling clean clothes every fifteen minutes.

DURABILITY! Detrex construction is unmatched in the industry for long life and low-maintenance features.

Put together top production, of highest quality cleaning at lowest cost per pound—combine unique flexibility of cleaning methods—add the durability which guarantees virtual freedom from shut-downs and repairs. *Then* you have the reason Detrex cleaners are successful cleaners . . . just ask one of them!

For the complete facts and answers to *all* your questions send for Detrex literature, there's no obligation. Fill out the coupon on the reverse side or drop a note to DETREX CORPORATION, Box 501, Detroit 32, Michigan, Dept. C-5



DETREX

The Process that Shaped the Industry

Synthetic DRYCLEANING News

PUBLISHED BY
DETREX CORP., DETROIT 32, MICH.

FLAIR FOR SUCCESS



- SHOP:** Flair, Inc.
- ADDRESS:** 874 E. 63rd Street, Chicago, Illinois.
- LOCATION:** Rapidly changing neighborhood; low income area.
- PROPRIETOR:** Roy Brown.
- EQUIPMENT:** Detrex Coronet.
- WHY BOUGHT:** Canvassed successful synthetic cleaners for two years. Consensus of opinion favored Detrex.
- TYPE OF OPERATION:** Same day service for regulars, one hour service on specials.
- INSTALLED:** June 28, 1951. Opened second new store with Monarch June 12, 1952.
- TURNOVER:** In first ten months was running 50% over original long range projection.
- FUTURE:** Planning more new stores in immediate future.
- BACKGROUND:** In business since 1933. Prior to war operated 22 retail outlets from mother plant.
- QUOTATIONS:** "The drycleaning trend is definitely toward the individual plant with personalized service. More and more the public demands quick, *quality* cleaning. In my opinion the Detrex Process furnishes the complete answer."

DETREX CORPORATION

Box 501, Dept. C-5
Detroit 32, Michigan

Please rush to me, without obligation, complete details on the Detrex Process.

NAME _____

ADDRESS _____

CITY _____

ZONE _____ STATE _____

Synthia Says:



Merchandising of drycleaning services does not stop with signs, posters, handbills and so on. It carries right on down to the condition of your store, too.

If we are going to sell a cleaning service then we must be acutely conscious of the atmosphere in which we are selling it. Having clean, sparkling windows, a shiny counter and a spotless floor can go a long way toward building confidence in your drycleaning service in the eyes of your customers.

Take Flair Cleaners for example. As the photograph at the left shows, they have virtually made a display of their entire store. Every attendant is neatly dressed in a uniform, and they're alert and pleasant looking. Counters are clean and neat—completely free of soiled garments, day tags, and other clutter. Garments are hung in orderly fashion behind the counter and bagged to prevent dust from accumulating on them. This also expedites delivery of garments when a customer comes in to pick them up. While counter-employees gladly open bags for inspection, regular customers soon recognize high cleaning quality and accept garments without question. The whole atmosphere of this establishment is businesslike and, most important, clean-looking.

Another danger signal in the customer's eyes is a burning cigarette on the edge of the counter or in a butt-filled ash tray. Worse yet, let him see burns in the counter top! He can only wonder if there is a chance of his clothes getting burned that way.

All this may seem pretty elemental to you at first thought. But here's what I suggest: step outside your store and when you come back in, try to get a customer's impression of its appearance. Does it merchandise cleaning to the fullest? If not, let's get to work today.

ASSOCIATION NOTES

NCA Publishes Fabrics Book: A new and practical approach to the handling of problem fabrics is embodied in "Fabrics Today and Dry Cleaning," published by the New York Neighborhood Cleaners Association. The book, written by Louis Goldblatt, Frank Pollatsek and William Seitz, takes up in detail 55 of the most troublesome fabrics now on the market and explains how to handle them in the drycleaning plant. In selecting the fabrics and reviewing methods of handling the authors were assisted by an NCA advisory committee, drawing on practical experience.

The book presents a swatch of each of the 55 fabrics, with a description of its appearance, construction, finishes, uses, and other pertinent "fabric facts." Procedures and precautions are given for drycleaning, spotting, wetcleaning and finishing each fabric. Degree of serviceability, possible trouble points, and other fibers in the same fabric style are also summarized. For each fabric the description and instructions are on the page facing the swatch.

In addition to the 55 specific fabrics, the book contains sections on fiber identification, fabric weaves, dyes and finishes, and a glossary of drycleaning terms.

The text is written in simple nontechnical language, so that it can be understood by those outside the industry. The authors had in mind use of the book not only as a practical guide in the drycleaning plant but as a reference volume for textile producers and converters, garment manufacturers and retailers, home economics teachers and students. The book may also be useful in cases of complaints that get into small claims courts or simply to show customers whose garments are giving trouble.

Especially for use in presenting a case outside the industry, the handsome appearance of the volume should make a most favorable impression. The book is attractively printed on heavy board, in loose-leaf style so that each cleaner can, if he chooses, add to it from his own experience or other sources.

"Fabrics Today and Dry Cleaning" is available from the Neighborhood Cleaners Association, 412 Lafayette St., New York 3, N. Y., at a price of \$15 for members of that group and \$25 for nonmembers.

##

Rug Cleaners Plan Survey: A two-day meeting of the National Institute of Rug Cleaning, held at Washington, D. C., to discuss industry problems, was attended by 75 members, including most local group presidents, all NIRC officers and many directors. President Bill Ayers presided.

The purpose of the meeting was to establish a program for analyzing the rug cleaning market and industry with the aim of increasing sales and consumer satisfaction. Those present adopted four questionnaires, designed to determine (1) what the consumer expects from the rug cleaner; (2) what the retailer and (3) the manufacturer expects of a service department in order to recommend it; (4) what changes or additions should be recommended to member rug cleaners to best satisfy the requirements of the manufacturers, retailers and consumers.

The four surveys, when completed, will act as the

basis for a program of cooperative effort which will be discussed and adopted at the NIRC convention in Chicago on January 17-19. Both members and nonmembers of the NIRC will be asked to cooperate in getting the questionnaires filled out.

The delegates present at the meeting chose Harold H. Eigensee, Columbus, Ohio, to head the survey committee. Area committeemen are: Mrs. Dorothy Adams Abbe, Boston; Sidney Jacobs, New Jersey; Jerry Goodman, New York; Jack Nahigian, Chicago; George Schmucker, Baltimore; Bill Ingersoll, Pittsburgh; Don MacManus, Rhode Island; Henry C. Hartenbach, Jr., St. Louis; William S. Rains, Columbus; C. J. Gfroerer, Cincinnati; Abraham Goldstein, Wilmington; J. T. Eanes, Roanoke; J. H. Laval, Lexington; D. Lloyd Mathieson, Harrisburg; Jack Leavitt, Hartford; Wilbur Smith, Lancaster; S. C. Sorensen, Minneapolis; T. C. Sperry, Dayton; Herbert Stein, Norfolk; Grover Baker, Florida; Frank W. Wilson, Indianapolis; Walter J. Carle, Milwaukee; M. A. Rudolph, Philadelphia; Cliff Andrews, Washington, D. C., and Lewis M. Trudell, Detroit.

##

Clinic at Danville: About 240 drycleaners and their employees attended a clinic held September 21 at the Paul S. Millikin drycleaning plant in Danville, Illinois. The clinic was one of a series sponsored by the Illinois State Cleaners and Dyers Association.

The clinic presented a lecture and demonstration on fabrics by Oscar Howard of the NICD, a silk finishing demonstration by Stanley Bublik of Riverside, secretary-treasurer of the group.

Rudolph Maslek of La Grange, president of the association, has announced that its annual convention will be held November 28, 29 and 30 at the LaSalle Hotel in Chicago.

##

Local Meetings: Guests at the first fall meeting of the Dry Cleaners Guild of Cleveland (Ohio) were Willard M. Cannan, president of the NICD, and Norbert J. Berg, managing director, who were in Cleveland for



AT CLEVELAND MEETING, left to right: Norbert J. Berg; Guild officers Edward Friedman, Albert Schecter, Albert Miller; Willard Cannan



the purpose of planning the national convention. The program featured a spotting demonstration by Mrs. Mae Kennedy.

Directors of the Florida Institute of Laundering and Cleaning, meeting September 7 at Orlando, chose that city for the group's 1953 convention, scheduled for June. President Harold F. Milton appointed a conven-

tion committee comprising Paul D. Hudson and E. B. Mathis, Orlando; Tom L. Agee, Tampa; E. M. Tillman, Jacksonville, and M. A. Milam, Gainesville.

A meeting of drycleaners of the St. Joseph-Benton Harbor, Michigan, area was addressed by Edward Meier, Meier Cleaners, Muskegon, on the benefits of membership in the Michigan Drycleaners Association.

N.I.C.D. NEWS

One Grand for Slogan: To promote drycleaning sales throughout the country, the NICD is offering a prize of \$1,000 for the best industry slogan. The slogan will, it is hoped, do for the drycleaning industry what "Say It With Flowers" does for the nation's florists or "An Apple a Day Keeps the Doctor Away" for the fruit growers.

The contest is open to active members of the NICD and their bona fide employees. Slogans must be not over eight words and must include the word "drycleaning," "cleaning" or "cleaner." Contestants may submit as many entries as they wish, and must have them in by December 31, 1952.

The winning slogan will be picked at the Cleveland convention by a committee appointed by NICD's executive committee, and the winner will be announced at the final banquet. The winner need not be present to receive the prize.

When the slogan has been selected, NICD will encourage its wide use in the industry, through every available medium.

General Course News: October 17 marked the completion of 25 years for the NICD general course. Since October 7, 1927, certificates of graduation have been given to 4,418 students in 83 classes.

The 83rd class celebrated the completion of its course on September 26, when the graduates were addressed by Norbert J. Berg, managing executive of NICD, and William B. White, superintendent of courses.



Members of the class were: John H. Balanson, Washington, D. C.; H. H. Budlong, Swansboro, N. C.; T. Dee Burton, Salt Lake City; Alexander J. Cabassa, New York City; Robert D. Colglazier, Fort Lauderdale, Fla.; Babbette W. Daniels, Compton, Cal.; Emily M. Hirsch, Altoona, Pa.; Fred B. Hulse, Columbia, Mo.; Benjamin W. King and Louis L. Lawrence, Washington, D. C.; David Moses, Poughkeepsie, N. Y.; Willard E. Petrel, Wheeling, W. Va.; Willard A. Price, West Hempstead, N. Y.; Henry I. Prince, Victoria, Australia; Young Quan, Birmingham, Ala.; Robert Hale Rathsmill, Philadelphia; Louis G. Sanchez, San Antonio; Marvis Smith, Thomaston, Ga.; Donald W. Walter, La Grande, Ore., and Orville E. Williams, Columbia, Mo.

The 60th class trophy for the highest scholastic standing was awarded to Marvis Smith.

The next 12-week general course will be given January 5-March 27, 1953.

Rug Course Announced: The next 3-week rug cleaning course to be given under the joint sponsorship of NICD and NIRC will start November 24 and end December 12. Both management and technical subjects will be covered. Complete information and applications may be obtained from the Registrar, NICD, Silver Spring, Md.

Convention Committee Chosen: At a recent meeting of NICD members in Cleveland, Ohio, at which President Willard Cannan presided, R. Arthur Bryan of the Fuller Cleaning and Dyeing Company and Jerry Goldberg of D. O. Summers and Company were elected co-chairmen of the local convention committee. They will be assisted by NICD members in Cleveland, the site for the convention to be held February 13-15, 1953.

The NICD is now accepting orders for exhibit space.

Recent Publications: NICD technical bulletins issued in September include T-289, which describes a type of coated fabric now being used to line drapes, and also gives more information on the aluminum-coated linings used in topcoats and overcoats.

Bulletin T-290, "Comparison of Cleaning Methods, Part 1," is the first of several bulletins NICD will publish describing its research on various systems of cleaning. These include the $\frac{1}{2}$ to $\frac{3}{4}$ percent charged system and the stronger version containing 3 to 4 percent detergent. The research has shown under what conditions added water in these systems causes breaks, wrinkles and shrinkage, and under what conditions it removes water-soluble soils. The work has also shown what conditions contribute to redeposition of soil and removal of insoluble soil.

Management Bulletin M-35 on "Personnel Selection" outlines a procedure for selecting better workers and shows how turnover can be reduced by proper selection. NICD also published in October the second of its new supervisory technique bulletins, S-2, on "The Anti-social Individual." This bulletin discusses the importance of considering the reason for an act and not just the act itself, and presents a typical industry problem.

British Visitor: Among recent visitors to NICD headquarters at Silver Spring, Md., was F. M. L. Fitzwilliams, managing director of Achille Serre, Ltd., London's largest drycleaning establishment.

Costs Less . . . Gives You More . . .



BUTLER *Safe-T-Thrift** **UNIT** for 140° F Solvent

This complete safety solvent unit is listed by UL . . . approved for flexible installation. It's designed to provide a balanced cleaning operation that will enable you to get big production in small space. What's more, the Butler Safe-T-Thrift Unit actually costs less than other makes . . . yet gives you these extra advantages . . .

- Each piece of equipment individually motor driven for greater efficiency.
- Filter equipped with either pump suction or Air Cleanout** for solvent savings.
- Entire unit needs only small space.
- Filter available with or without scraper.
- Choice of metal or wood cylinder washer.
- Butler Still (optional) has only automatic water temperature control approved by Underwriters' Laboratories.
- Installed by factory-trained servicemen, with complete instruction in operation of unit for you and your employees at no additional cost.
- Built by Butler . . . serving dry cleaners across the nation for more than a quarter of a century.

*Trademark

**Patent No. 2,301,803

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STILLS • FILTERS • PRESSES • WASHERS • EXTRACTORS • TUMBLERS
SYNTHETIC UNITS • SAFE-T-THRIFT 140°F UNITS
EXTRACTING-WASHERS

You can

RULES OF STREET'S INTERNATIONAL "Secret Formula" CONTEST

Entry requirements Entrant should first secure a FREE set of "INSTRUCTOR" spotting bottles from his Street's jobber's salesman. Each set contains a Simplified Spotting Chart, seven Street's formula bottles, three "SECRET FORMULA" bottles and an OFFICIAL ENTRY FORM.

1 • The Simplified Spotting Chart lists approximately 95% of all known stains, and for the removal of each stain makes specific recommendations that are long formulas of time-proven efficiency that are long past the experimental stage. The entrant should hang the Chart in a prominent position near the spotting board, and use the formulas according to instructions.

2 • The seven Street's formula bottles should be filled with the recommended chemicals, and put into use with the recommended chemicals, and put into immediate use, along with a rust remover (such as *Erusticator*), and a digester (such as *R. S. R.*). Each "INSTRUCTOR" spotting bottle contains complete step-by-step instructions for use. If these instructions are followed conscientiously, the operator is certain to successfully remove the stains listed on the Simplified Spotting Chart with the greatest degree of speed and safety.

3 • The entrant who conscientiously meets requirements 1 and 2 (above) will be using the most practical approach to the removal of 95% of all stains he encounters.

Street's "SECRET FORMULA" contest is slanted toward the remaining 5% of the stains (i.e.—the unusual stains **not** listed on the Simplified Spotting Chart).

The entrant should use one of the "SECRET FORMULA" bottles for formulating and dispensing his "SECRET FORMULA." Before entering his "SECRET FORMULA" in this contest, the entrant should make certain that it has been formulated expressly for use on a specific stain that is not listed on the Simplified Spotting Chart.

4 • Each contestant is limited to one entry only. After selecting his most efficient and interesting "SECRET FORMULA," the entrant should list complete information regarding it on the OFFICIAL ENTRY FORM and mail it directly to R. R. Street & Co. Inc., 561 W. Monroe St., Chicago 6, Illinois. NOTE:—Do NOT send an actual sample of the "SECRET FORMULA." Send only the OFFICIAL ENTRY FORM.

Eligibility All owners or employees of dry cleaning plants (or other textile maintenance businesses) in the United States, Alaska, Canada, Cuba, Hawaii and Mexico are eligible to enter.

Dates of contest The contest will open at 12:01 A.M., October 1, 1952, and will close at midnight, December 31, 1952. No entries postmarked after the closing date will be accepted.

252 cash prizes totalling \$6,300.00 will be awarded
A separate set of prizes consisting of a first prize of \$50.00, a second prize of \$25.00, a third prize of \$15.00 and a fourth prize of \$10.00 will be awarded to winners from each of the following 63 contest areas:

United States

ALABAMA
ARIZONA
ARKANSAS
CALIFORNIA
COLORADO
CONNECTICUT
DELAWARE
DISTRICT OF COLUMBIA
FLORIDA
GEORGIA
IDAHO
ILLINOIS
INDIANA
IOWA
KANSAS
KENTUCKY
LOUISIANA

MAINE
MARYLAND
MASSACHUSETTS
MICHIGAN
MINNESOTA
MISSISSIPPI
MISSOURI
MONTANA
NEBRASKA
NEVADA
NEW HAMPSHIRE
NEW JERSEY
NEW MEXICO
NEW YORK
NORTH CAROLINA
NORTH DAKOTA
OHIO

OKLAHOMA
OREGON
PENNSYLVANIA
RHODE ISLAND
SOUTH CAROLINA
SOUTH DAKOTA
TENNESSEE
TEXAS
UTAH
VERMONT
VIRGINIA
WASHINGTON
WEST VIRGINIA
WISCONSIN
WYOMING

Canada

ALBERTA
BRITISH COLUMBIA
MANITOBA
NEW BRUNSWICK

NEWFOUNDLAND
NOVA SCOTIA
ONTARIO
PRINCE EDWARD

QUEBEC
SASKATCHEWAN

Alaska

Cuba

Hawaii

Mexico

IN STREET'S

10,000 Certificates of Proficiency and Merit Each of the first 10,000 entrants observing all four of the entry requirements listed above will receive an attractive CERTIFICATE OF PROFICIENCY AND MERIT, suitable for framing. The entrant's name will be inscribed on the CERTIFICATE, so it is important that each entrant PRINT his name legibly on the OFFICIAL ENTRY FORM.

Notification of winners Winners of cash prizes will be notified by mail on or about February 15, 1953. In addition, a complete list of cash prize winners will be published in the March, 1953 issues of one—or more—of the leading trade journals.

Each entrant who qualifies for a CERTIFICATE OF PROFICIENCY AND MERIT will receive a personalized CERTIFICATE within three weeks after receipt of his entry.

Judging of entries Entries will be judged on the basis of both efficiency and interest to the textile maintenance industries. A panel of leading trade paper editors (names to be announced later) will serve as judges. The results of the judges will be final. In the event of ties, duplicate prizes will be awarded.

All entries will become the property of R. R. Street & Co. Inc., and none will be returned, nor will Street's acknowledge any correspondence regarding any entry.

WIN

ONE OF 252 CASH PRIZES TOTALING

\$6300⁰⁰



INTERNATIONAL "Secret Formula" CONTEST

You probably already have a "SECRET FORMULA" that you use when spotting one of the "unusual" stains you encounter.

Here's your chance to win a cash prize for it . . . PLUS a handsome CERTIFICATE OF PROFICIENCY AND MERIT.

HERE'S HOW to enter the contest

1. Read the contest rules on the opposite page.
2. Ask your Street's jobber's salesman for your FREE set of Street's new "INSTRUCTOR" bottles. You'll find your OFFICIAL ENTRY FORM packed inside.
3. List complete information about your "SECRET FORMULA" on the OFFICIAL ENTRY FORM, and mail it to R. R. Street & Co., Inc.

Your jobber's salesman will help you win a cash prize

- The only way to win a cash prize is to enter the contest.
- The only way to enter the contest is to fill in an OFFICIAL ENTRY FORM.
- The only way to get an OFFICIAL ENTRY FORM is to get a FREE set of Street's new "INSTRUCTOR" spotting bottles.
- The only way to get your FREE set of new "INSTRUCTOR" bottles is to:

Ask Your Jobber's Salesman

252 cash prizes totaling \$6,300.00

Plenty of cash prizes in this contest, so you needn't worry about being left out in the cold.

You'll be competing only with spotters from your vicinity, for Street's is offering a *separate set of prizes* consisting of a first prize of \$50.00, a second prize of \$25.00, a third prize of \$15.00, and a fourth prize of \$10.00 to contestants from each of the 63 contest areas listed on the opposite page.

10,000 Certificates of Proficiency and Merit

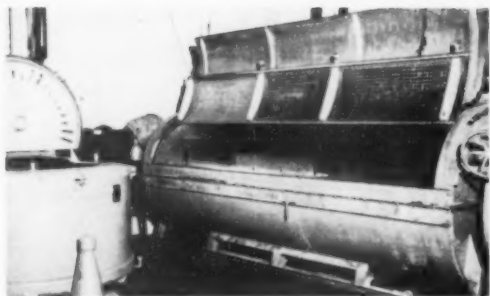


If you're one of the first 10,000 qualified entrants in the contest, you'll receive one of these handsome CERTIFICATES OF PROFICIENCY AND MERIT.

Printed on heavy stock, your CERTIFICATE will be replete with an impressive gold seal, and a red material-like band on which our artists will hand-letter your name.

Be sure to frame your CERTIFICATE just as soon as you receive it, for it's been designed for permanent display. Then hang it in a prominent place . . . either near your spotting board . . . or in your plant's will-call office.

R. R. STREET & CO., INC., 561 W. Monroe St., Chicago 6, Ill.



BIG WASHER holds 12 to 14 rugs, is used with 10,000-gallon tubular filter. Special extractor takes 8 rugs; two washers, one extractor turn out over 30 rugs per hour.



FORTY-FIVE-MINUTE DRYING is accomplished in small rooms. Rugs go in first two rooms (left) while room at far right is used to dry up-holstered furniture.

Rugs Can Be Drycleaned

Fully 85 percent drycleaned in unusual setup

by JOHN J. MARTIN

ONE OF THE FINEST standard rug wetcleaning operations in the industry is used on only 15 percent of the \$125,000-a-year rug cleaning volume at Crandall, McKenzie & Henderson, drycleaning firm of Pittsburgh, Pennsylvania. On a full 85 percent of his work in this sideline, Jack Crandall uses a drycleaning process.

It is Mr. Crandall's belief that only 15 percent of rugs to be cleaned need to be wetcleaned, because of special dirt conditions or stains. This is contrasted to the general belief that all but 15 percent of rugs can be successfully wetcleaned. Actually, cost is the deciding factor for cleaning 70 percent of the rugs and carpets by one method or the other.

The possibilities of using the drycleaning process for rugs have long been under examination. Rug drycleaning would clearly solve some age-old problems. Among them: color quality (a drycleaned rug would not bleed or run); nap softness (great care must be taken to see that a wetcleaned rug is not dried too quickly at very high temperatures); drying time (since a drycleaned rug is never wet, "drying" is much faster), and shrinkage (this complaint, prevalent in low-quality carpet, is practically eliminated in a drycleaning procedure).

If all these advantages can be claimed for rug drycleaning, why hasn't it been adopted as standard operating procedure in all rug cleaning plants?

In the past, one answer has been the cost of equipment. It can be seen that the cost of a rotary brush is but a fraction of the huge drycleaning equipment needed.

Another reason for the slow development of rug drycleaning lies in the problem of solvent clarification. Only recently has equipment of the type needed to make filtration practical been available.

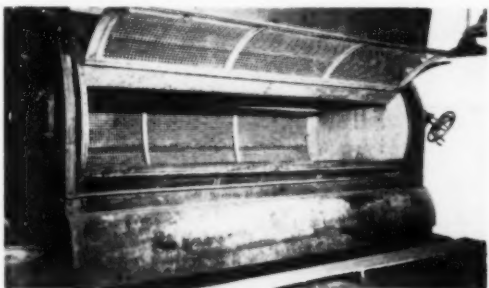
It may be timely, however, in view of developments in the rug cleaning industry, to re-examine the possibility of rug drycleaning. Major manufacturers have met the demand of the rapidly growing rug cleaners with mass-production equipment. These big machines

can turn out as many as 80 wetcleaned rugs per hour. Their capacity and complexity puts them up in the class of the machinery used by Crandall, McKenzie & Henderson for its rug drycleaning process.

The Pittsburgh firm was a pioneer in the rug cleaning business, and has done a drycleaning job from the start. Others switched to wetcleaning because of the high investment in drycleaning equipment for a relatively small potential. Jack Crandall's firm has never let go of the idea. Now that the rug cleaning potential is beginning to be realized, it stands in the unique position of being able to offer a large-volume rug drycleaning service.

At first glance, the rug drycleaning room looks like any cleaning room in a drycleaning plant. Closer examination, however, gives the visitor a feeling that something is a bit off. It is the scale of the equipment, all of it oversized and dwarfing the largest garment drycleaning equipment.

The cylinder in the number one washer at this plant is 12 feet long, has a 3-foot drop inside, and stands 6 feet high from rim to rim. Its capacity is from 12 to 14 rugs (9-by-12). The number two washer is smaller,



SHORT COLD TUMBLING in special cylinder near dryrooms removes lint



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Puts You in Business
with a minimum investment
Keeps You in Business
on a profitable basis . . .

That's why more and more dry cleaners are switching over to the Maniowoc Synthetic machine. A minimum investment produces maximum capacity — the one sure way to assure profitable operation.

You get 105 to 120 lbs. capacity per hour — of the highest quality cleaning. It's simple to operate, completely safe, built compact and sturdy for long, trouble-free operation.

For the lowest net cost per pound of cleaning, you just can't match a Maniowoc. Send for details today!

Mani



Synthetic
PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.

Manitowoc, Wisconsin

*Looks Like Everybody's
 getting a*

MANITOWOC

- Scotty's Cleaners**
Chicago
- Sixty Minute Cleaners**
Denver, Colorado
- Stuart Cleaners**
Los Angeles, Calif.
- Old Dutch Cleaners**
Los Angeles, California
- One Hour Valet**
Miami, Florida
- Park & Adams Cleaners**
San Diego, Calif.
- Crystal Cleaners**
Fresno, California
- Swank Cleaners**
Chicago, Illinois
- Belfast Cleaners**
New Orleans
- Scotty's Cleaners**
Denver, Colorado
- Matlock Laundromat**
Paducah, Ky.
- El Segundo Cleaners**
El Segundo, California
- Pioneer Cleaners**
Bartow, Calif.
- Topper Cleaners**
Philadelphia, Pa.
- Gee Gee Cleaners**
Detroit, Michigan
- Morris's Modern Cleaners**
Detroit, Michigan
- Baxter Cleaners**
Hanover, N. H.
- Crosstown Cleaners**
Philadelphia, Pa.
- Dedham Thrift Cleaners**
Dedham, Mass.

holding only eight rugs. A 10,000-gallon tubular filter is used with each washer. Solvent capacity of the big machine is 450 gallons.

Rugs are loaded into the washer *without* a run through the big beater. It is important to note that dry-cleaned rugs do not have to be dusted, thus eliminating an operation that is necessary in the wetcleaning department.

Once loaded, the rugs are given a 5-minute break in clear solvent. After this, a liquid drycleaning soap is added to the wheel. The 5-minute break is followed by a 10-minute run and rinse. Next is a 3-minute extraction in the huge machine built especially for rug drycleaning. The basket of this extractor is 62 inches wide and 3 feet deep. Eight rugs are extracted at a time.

Key pieces of equipment in this cleaning room setup are the two tubular filters. They are backwashed after every two or three washer loads, depending upon the soil content of the run. A new precoat of filter powder is added, and with a minimum of time loss the washers are again ready at the proper pressure.

If plates had to be scraped each time the filter pressure climbed up, down time would be tremendous. These continuous-flow tubular filters are really what keeps the system humming.

Pulled from the extractor, the rugs are taken on dollies from the cleaning room to the special dryroom for drycleaned rugs (wetcleaned rugs go to separate drying facilities). Here the rugs are hung on stationary poles—eight poles in one room, nine in a second. Two 9-by-12's to the pole, the rugs are simply draped width-wise over the support.

Domestic rugs dry in a startling 45 minutes at 130 to 140 degrees. Tremendous air circulation whips the rugs about constantly, forcing the air from the one small heater between the folds of the rugs. Mr. Crandall feels that this air circulation (for drycleaned rugs) is more important than temperature (for wetcleaned rugs). Even heavy Orientals and Chinese rugs dry in slightly more than one hour.

Following the dryroom stage, all drycleaned rugs are given a 5-minute run in a revolving cylinder made of strong wire. Heatless tumbling action removes all traces of lint from the floor coverings. Lint drops to a trap below the cylinder.

From this point on, drycleaned rugs join the production line used by wetcleaned rugs as well. They are taken to the finishing floor where a pass over a low, flat steam table raises and conditions the nap. With time out for a possible brushing or combing, the rugs are ready for wrapping and shipping.

Jack Crandall figures the rug drycleaning job to be more expensive than a wetcleaning. The operation is not as mechanized as his complete wetcleaning plant, and supply costs are higher. Route drivers get 20 percent commission on rugs picked up from drycleaning customers; in addition, a special truck for oversized rugs must be maintained.

However, Crandall, McKenzie & Henderson gets the highest rug cleaning price in town—\$7.56 for a 9-by-12. Jack Crandall advertises the quality job, and feels that his drycleaning process consistently turns out the quality job. On this basis he justifies both his price and profit on rug drycleaning. #

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Garment Losses?
Hand and Machine marking, costly errors, illegible numbers?
- AND SAVE 50% CHECKING, MARKING TIME

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\$3.30 BOX (white) **\$3.50 BOX** (colored)
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20 SPECIAL INSTRUCTION TAGS - in 6 bright colors...
 - a color for each dept. !

Let TOKEN TAGS do it right - the first time!

For best results, use both tags together!



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A COMBINATION OF EATON'S SPOTTING MANUAL AND EATON'S SPOTTING ASSORTMENT

● EATON'S Spotting Manual, consisting of 64 pages, is the result of over one hundred years of laboratory research and practical plant experience.

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440 FRANKLIN ST. • DETROIT 7, MICHIGAN • Canadian Plants Windsor and Toronto
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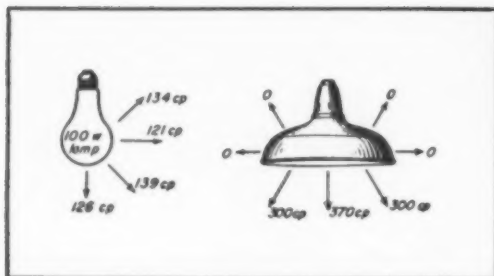


FIG. 1. Incandescent lamp

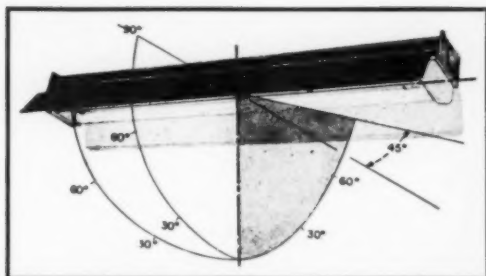


FIG. 2. Fluorescent lamp

Good Lighting

How to light the way to better production

by JOSEPH C. McCABE

GOOD LIGHTING for the average drycleaning plant consists mainly of general lighting for all areas, with supplementary or local lighting for specific "see-tasks" where fine detail, inspection or contrasts are involved.

General lighting, of course, is basic to all areas. In planning it the problem resolves into three parts: (1) visual requirements, (2) physical factors presented by the building structure itself, (3) selection of the light source and luminaire,* (4) appropriate arrangement, or layout, of the luminaires.

The Illuminating Engineering Society** has published in its *American Recommended Practice of Industrial Lighting* a list of suggested illumination levels for most industrial operations. A condensed form shows in Table I.

Lighting Terms: However, before Table I could mean much to you there are four terms the lighting industry uses that you'd have to know. They have their origin with the candle which was the chief source of indoor lighting in the old days.

The basic unit of lighting strength is the candle-power* (cp). It represents the illuminating power in a horizontal direction of a standard candle of certain materials and sizes. To pin it down to figures, suppose you have a lamp marked 10 cp.—it simply means the average light strength or intensity from that lamp is 10 times the light intensity from the standard candle.

As you might expect, the engineers have a term for the amount of light falling on a surface. When the light source is 1 cp. and is 1 foot away from a square foot surface, the quantity of light on that surface is called a lumen*. Remember, though, that lumen measures quantity and remains the same whether it is spread over a greater area or less. Much like a gallon of water, it's still a gallon whether it's in a can or spread over the floor.

If a lumen is equally distributed over a square foot (as it would be if you put a 1 cp. light inside a sphere of 1 foot inside radius) you have a unit of illumination

called a foot-candle* (ft.-c.). So you can consider foot-candles as measures of light concentration comparable to bushels per acre or pounds per square inch.

Now we can see foot-candles as such but we can see the brightness they produce. A perfect reflecting surface giving off one lumen per square foot is the unit of brightness and bears the name of foot-lambert*. If another surface were put in the path of the same light source and this surface reflected 10 lumens per square foot, its brightness would be 10 foot-lamberts.

So much for the standard terms. Let's get back to the equipment on the market and see how these terms apply. Then we can see how the problems of general and special lighting are met.

Light Distribution: No lamps, no matter what their design—incandescent (Fig. 1) or fluorescent (Fig. 2)—distribute light evenly. Actually, it varies at different points around the lamp because of filament shape, light bulb construction, reflector form (see Fig. 1). Reflectors come into the picture because they control the light intensity by collecting light rays and guiding them in the direction you want to use them. Fig. 3 with a 500 watt lamp produces 1,950 cp. at zero degrees (that is, straight down), and 1,925 cp. at 25 degrees from this vertical.

Lighting engineers use a cp. distribution curve (Fig. 4) to find out how much cp. a lamp or fixture gives out. This curve is complete for the reflector shown in Fig. 3. Since light can't pass through the reflector there's no cp. above the 90-degree point. (If the lamp were surrounded by a glass globe, though, you'd find cp. at higher angles. But light shooting toward the ceiling means less light below.)

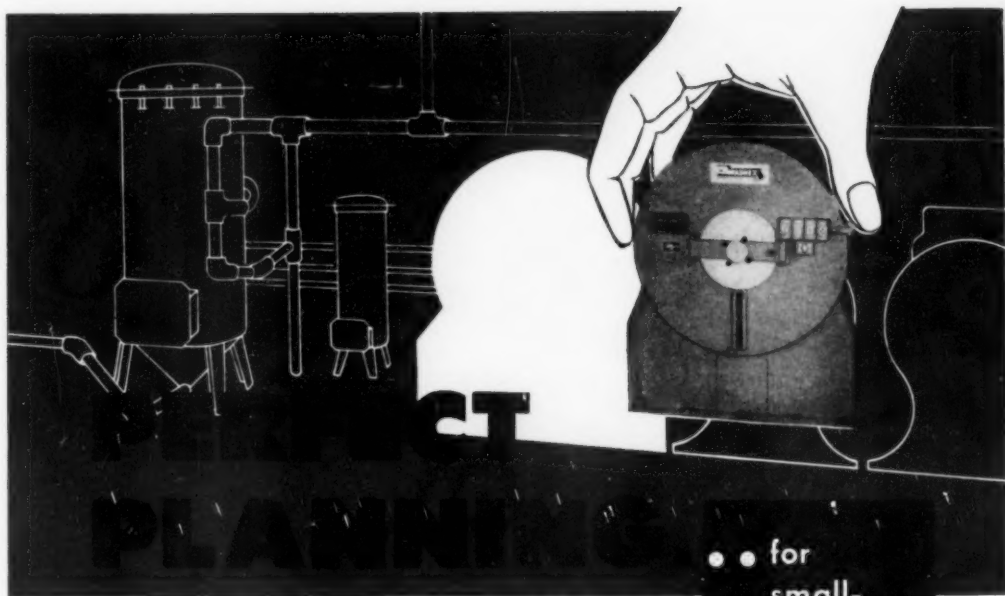
Fluorescent light fixtures present a much more complex job for the lighting engineers. Their light distribution is not at all symmetrical about the vertical axis. You have to measure it in three planes (see Fig. 2).

The planes selected are the ones you'd find by laying a clock flat on its back directly under the light. A line drawn between 12 o'clock and 6 would be the bottom edge of plane No. 1; between 3 and 9 o'clock, the bottom edge of plane No. 2, and then halfway between

(Continued on page 82)

*See glossary at end of this article.

**Illuminating Engineering Society, 29 West 39th Street, New York 18, N. Y.



"100" WASHEX

COMBINATION WASHER - EXTRACTOR

with Cyclonic Cleansing Action

ideally suited to use with strong soap

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Before you make a move . . . see first how the "100" WASHEX COMBINATION WASHER-EXTRACTOR fits into your blueprint for profits!

There's a *new kind* of cleaning room experience in store for you with the remarkable "100" WASHEX that *washes and extracts* in a simple "push-button" cycle . . . stops costly waste of time and labor right in the heart of your plant.

Based on performance in outstanding conventionally operated plants throughout the country, the "100" WASHEX is creating an interesting cleaning room trend by proving savings of labor in excess

of 50% . . . additional savings can be realized by the use of strong soap which greatly reduces wet cleaning and spotting . . . reducing solvent loss through spillage and evaporation . . . eliminating the hazard of solvent-soaked garments . . . lowering of finishing costs.

Another WASHEX exclusive, Cyclonic Cleansing Action, is speedy, thorough and gentle; insures faster soil removal and greater quality.

Next time you walk into your cleaning room, think of what the "100" WASHEX COMBINATION WASHER-EXTRACTOR can do for you!

Write for complete information and literature.



FABRIC LAUNDRY & DRY CLEANING MACHINERY CORP.

192 BANKER STREET

BROOKLYN 32, N. Y.

Blue Label DARCO DC

Vital to



If you clean the "charged soap" way, you should use Blue Label DARCO DC once a day—every day. Both NICD tests and field studies show that activated carbon is vital to charged soap systems . . . and for any other dry cleaning method. It keeps solvent crystal clear . . . free from objectionable impurities.

Eliminates Bleeding Dyes and Colors

Graying, caused by bleeding dyes and other colors, drops off sharply when DARCO DC is used. For nothing equals DARCO DC in removing troublesome colors from your solvent. To give your customers brighter colors and whiter whites . . . use DARCO DC regularly.

Eliminates Fatty Acids and Odors

You need *less* DARCO DC to remove *more* fatty acids and objectionable odors *faster* than any other solvent treating agent. Start the day with DARCO DC in your filter . . . and you'll have pure, crystal-clear solvent all day long!



Send for this new folder that describes detailed recommendations by soap manufacturers on the use of Darco DC in their charged soap systems.

Charged Soap Systems!

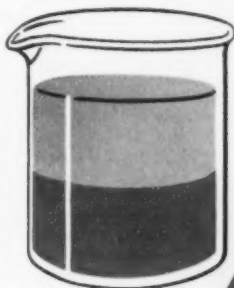
**Recommended by
All leading soap manufacturers**

Here are typical manufacturers' recommendations:

- ... "DARCO DC should be used daily for the control of all color impurities."
- ... "We recommend the use of $1\frac{1}{2}$ to 2 pounds of DARCO DC per day per 100 pounds of solvent."
- ... "A sufficient amount of DARCO DC should be used periodically to keep the color of solvent up to its proper state."

Yes... their tests prove that DARCO DC is the most effective way to remove bleeding dyes, fatty acids, odors and other impurities from the solvent—without stealing soap!

**You keep this much more
soap in your solvent
when you use DARCO DC!**



It's a fact—other solvent treating agents remove more than *twice* as much soap as DARCO DC. And highly efficient DARCO DC retains much less solvent. You use less DARCO, too, because it has greater adsorptive power.

Order DARCO DC from your distributor today—and use it once a day, every day.



**DARCO DEPARTMENT
ATLAS POWDER COMPANY**

Darco General Sales Offices

60 EAST 42ND STREET, NEW YORK 17, N. Y.

ATLAS POWDER COMPANY, CANADA, LTD., BRANTFORD, CANADA

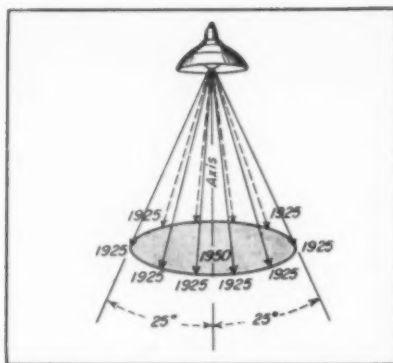


FIG. 3. Reflector for incandescent lamp

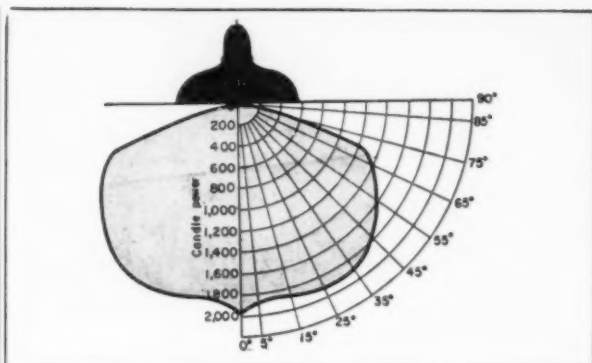


FIG. 4. Candlepower distribution curve

(Continued from page 78)

both planes, 4:30 and 10:30, and you have plane No. 3.

What does all this add up to? Just this: When you want to figure beforehand what the final light intensity of a new installation will be, you start with the cp. distribution curves. Then bring in the distances. In a lighting system you have to estimate the light losses, then install fixtures of the right size and number to produce a desired ft.-c. level. (See Glossary for the estimation factors—candlepower, lumen, foot-candle and foot-lambert—in capsule form.)

Light Sources: Three types of light sources are available today for general and special lighting. They are fluorescent (Fig. 2), mercury vapor, and incandescent (Fig. 1). (A fourth, electroluminescent, is still under laboratory development.)

The fluorescent lamp is a so-called diffuse type of linear light source. That means the light distribution isn't uniform about a vertical line down from its center. So you use fluorescents especially for general lighting or where you want a diffused light (see Fig. 5, upper right).

These lamps come in a range of colors from yellowish warm to bluish-white daylight. The last named work best in general areas. Color-corrected ones apply where color discrimination is necessary, say in spot-removing operations.

The chief disadvantage of the fluorescent is low light output per lamp. Also, luminaires for these lamps are large, therefore costly.

The mercury vapor lamp is generally small enough in size to be considered a point light source except for one model, a long tubular shape. Light output, then, for the usual model can be readily controlled by reflectors. These lamps have a high light output, a long rated life, and accordingly draw assignments in spots where it is hard to carry out relamping and maintenance. You'll find them frequently combined with incandescent lights for color correction and to provide a safety factor in momentary power interruptions.

Incandescent lamps range in size from the domestic units up to 1,500 watts. They enjoy a low replacement cost, give a high light output per lamp, and accordingly are highly popular for both general and special lighting needs.

Lighting Fixtures: Years back it was common to see a bare filament lamp hanging from the ceiling. But the resulting glare, poor appearance and low lighting efficiency paved the way for our modern lighting fixtures.

A luminaire or lighting surface has two basic functions. First, it directs the light toward the work surfaces. Second, it reduces the bright directions that cause annoying glare.

Actual selection of a fixture is based on several fac-

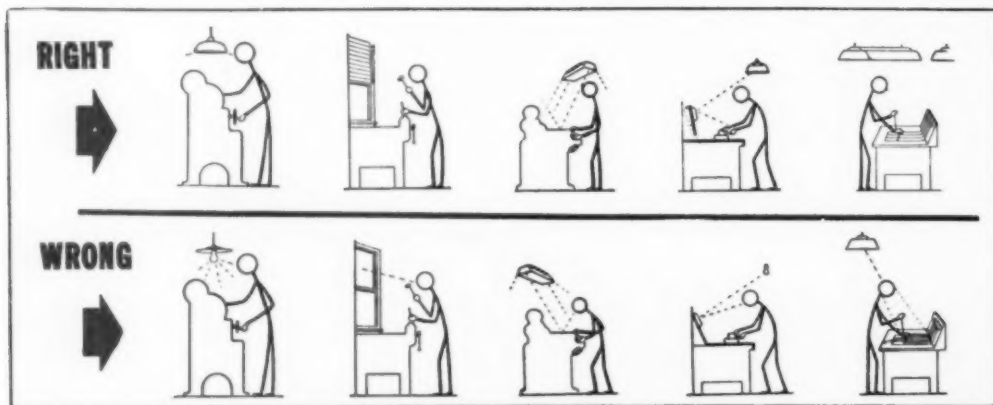


FIG. 5. Putting lighting tips to good use

FREE!

REPEATED by popular request!



HANDY DROPPER-TOP on every bottle — easy to use

Your Complete BUCKEYE Spotting Kit Contains Six 2-ounce bottles filled with:

1. Buckeye Wet Spotter
2. Buckeye Pre-Spotter
3. Buckeye Klor-Lene
4. Buckeye Steam Spotter
5. Buckeye Neutra-Lene
6. Buckeye Paint, Oil & Grease Remover

YOUR NEW, FREE BUCKEYE SPOTTING KIT

Complete with Time-Saving Spotting Chart!

With these SIX Buckeye Spotters and your easy-to-read Buckeye Spotting Chart you can remove spots and stains safely, efficiently on *all materials and colors*. Every product guaranteed uniform quality. Ask your Buckeye distributor or Buckeye field representative for your FREE Buckeye Spotting Kit and Spotting Chart or write us. No obligation. Don't delay. Ask for yours today.

MANUFACTURING CHEMISTS SINCE 1844

THE DAVIES-YOUNG SOAP CO.

DEPT. MC2 422 BOX 798 • DAYTON 1, OHIO

**TABLE I. Recommended Illumination Levels
(In Foot-candles Maintained in Service)***

SEEING TASK	TYPICAL EXAMPLES OF WORK	INTENSITY ON TASK
ROUGH	Inactive storage; corridors.	5 (3-10)
CASUAL	Active storage; service areas; stairways; aisles; washrooms.	10 (8-20)
ORDINARY	Moderately fine detail with normal contrasts — intermittent seeing. (Ex: drycleaning, wet-cleaning, bagging, rack spaces.)	30 (20-40)
DIFFICULT	Prolonged work involving moderate contrasts. (Ex: finishing, marking, assembly.)	50 (40-75)
VERY DIFFICULT	Precision work involving fine detail, fair contrasts, over long periods. (Ex: spotting, inspecting, sewing.)	100 (70-150)
EXTREMELY DIFFICULT	Precision work involving finest detail, poor contrasts, long periods of time.	200 up

*Based on the Illuminating Engineering Society's 1951 American Recommended Practice of Industrial Lighting.

TABLE II. Recommended Brightness Ratios*

BRIGHTNESS BETWEEN	MAXIMUM RATIO
Tasks and adjacent surroundings	5 to 1
Tasks and more remote surfaces	20 to 1
Luminaires (or sky) and surfaces adjacent to them	40 to 1
Any two areas within the environment of the worker	50 to 1

*From I. E. S. American Recommended Practice of Industrial Lighting.

TABLE III. Recommended Reflectance Values*

SURFACES	REFLECTION FACTOR
Ceiling	80%
Walls	60%
Desk and bench tops	35%
Machines and equipment	25-30%
Floors (not less than)	15%

*From I. E. S. American Recommended Practice of Industrial Lighting.

tors. These are: (1) How efficiently does it direct light to the work area? (2) How much glare is produced? (3) Is it easy to maintain? (4) Will it look well in the lighted room?

It's easy to see how at least one of these factors may be the big item for any interior. Others will be of greater importance under different conditions.

In a production area, for example, producing horizontal ft-c. might be of greatest importance. Next in line of importance may be ease of maintenance, freedom from direct glare and illumination on vertical surfaces.

In offices where people do reading or writing jobs for long periods, freedom from direct and reflected glare might be of major importance together with the efficiency in producing horizontal illumination. At any rate, the fixtures selected should give the light needed for the area and the job to be done.

Maintenance: Here are a few simple tips for keeping a lighting system in good shape.

First, there's this matter of maintaining proper voltage. That's mighty important since light output drops fast if voltage sags below lamp rating. And lamp life may be shortened if voltage swings above normal level. Of course, burned-out lamps should be replaced promptly.

And a word about cleaning reflectors at periodic intervals. People working around the plant seldom notice a gradual decrease in ft-c. level. For this reason a good light-output fixture may drop to less than half its initial value before anyone realizes that the light being paid for is not being received.

The best way to make an illumination check is with a light meter (Fig. 6). This instrument gives you the level in ft-c. at the point where it is being held (clip-on multipliers are available to increase the meter's range).

Another rule of thumb: When the ft-c. level drops to about two-thirds of its initial value, get the fixture-cleaning squad on the job. This is a sure way to tailor an adequate cleaning schedule to your plant.

Wherever possible it's best to take the luminaire down to wash it. Wiping out a reflector with a damp cloth from a stepladder usually just pushes dirt around from one corner to another. Using a dry cloth may be even worse; on top of doing a poor cleaning job, you're liable to mar the reflecting surface by driving the grime

and dirt in. Alkaline solutions are all right for porcelain, enamel or glass surfaces. Use neutral solvents or wax emulsions on aluminum reflectors.

And here's another thought in closing. If light were free we would choose a considerably higher ft-c. level than we are accustomed to. For example, the majority of people with normal vision select more than 200 ft-c. for comfortable reading of a well-printed page. However, by straining the eyes it is possible to read with less than one ft-c.

Present ft-c. recommendations may be considered a compromise between the amount needed for barely seeing and the amount that would be selected if light were free of charge. The illumination recommended here is for minimums, not averages. # #



FIG. 6. Use of light meter for illumination check

GLOSSARY

Engineering terms used in this article

Candlepower—Unit of light intensity. Based on horizontal light output from standard candle. Varies in artificial light depending on where measurement is taken.

Foot-candle—Quantity of light per sq. ft. (density). This is what lighting engineers call illumination. Foot-candles equal lumens divided by area.

Foot-lambert—Unit of brightness. It's the number of ft-c. reflected from a surface. White surfaces may reflect 80% of ft-c. input while black areas as low as 5% of the ft-c. input.

Lumen—Quantity of light. One lumen is quantity of light pouring on 1 sq. ft. area, each point on surface being 1 ft. from a standard 1 cp. source.

Luminaire—Lighting fixture.

act fast!



You can't afford not to know
all about

Sta-Nu
★ PROCESS

Sta-Nu Corp. Dept. N-1
110 So. Dearborn St., Chicago, Ill.

ARRANGE STA-NU "HALF AND HALF" DEMONSTRATION IN MY PLANT FIRST AVAILABLE DATE.

Your Name
Address

*Send this Wire
Collect now!*

COSTS YOU NOTHING to get the facts!

See for yourself what the whole country is raving about.

HOOK-UP TAKES MINUTES! Half a garment is pressed the usual way . . .

BUT THE OTHER HALF IS FINISHED WITH STA-NU. STA-NU HOMOGENIZES VITAL TEXTILE OILS BACK INTO FABRICS IN THE PRESSING OPERATION. The difference will amaze you.

And you SEE and FEEL the difference at once! Colors brighter!

Fabrics cashmere-smooth! Garment has greater resistance to wrinkling and soiling.

HURRY! ONLY ONE LOW COST FRANCHISE FOR EACH TOWN! America's smartest drycleaners are fast to realize the immediate sales power of STA-NU.

Make certain the exclusive STA-NU FRANCHISE for your town is YOURS!

Don't delay! Tomorrow could be too late. Send that COLLECT WIRE RIGHT NOW!

nationally advertised in



Sta-Nu
★ PROCESS

Sta-Nu Corp., 110 So. Dearborn St., Chicago, Ill.

* Patent No. 2,458,371



Heavy Attendance at Atlantic City

A TOTAL REGISTRATION of 7,578 plant representatives and 2,863 allied tradesmen helped to make an outstanding success of the 65th annual convention of the American Institute of Laundering, held October 2-5 at Atlantic City, N. J. Equipment and supplies were shown by 196 allied trades firms, with European manufacturers exhibiting for the first time.

Another contribution to the success of the meeting was the separation of speeches and exhibits, with the AIL and the LCATA cooperating by scheduling speakers in the morning and opening the exhibits in the afternoon.

AIL President Martin Romeiser presided at the opening conference on Thursday morning. Featured on

this program were Harold K. Howe, manager of AIL's Washington office, who described the impact of recent government rulings on the laundry industry, and G. Herbert Koch, general manager of Allen Laundry, Allentown, Pa., who discussed "Successful Route Operations."

An eight-man panel discussion on "How Our Industries Can Better Serve the Public" was presented, with Harry Riemer, editor of the *Daily News Record*, as chairman. The increase of sport shirts to 70 percent of



AT NEW JERSEY reunion, left to right: F. H. Ross, Jr., LCATA head; entertainer Jimmy Swan; Amedeo Gaburo, state president; Mrs. Gaburo



CUTTING TAPE to open exhibit hall: AIL president Martin Romeiser (right) with W. Amstutz of Atlantic City Chamber of Commerce



AT NEW ENGLAND dinner, left to right: William H. Minty, president Connecticut group; Mrs. Charles Dobbbs, New Haven; Harold K. Howe, AIL; Mrs. Arthur C. Stevens; Governor John Davis Lodge of Connecticut, featured speaker, and AIL Director Arthur C. Stevens

CALIFORNIA
Report No. 11307



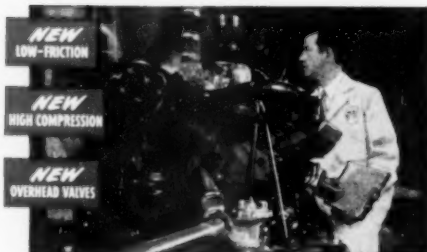
says B. B. Jones,
Richmond, Cal.
Co-owner, Shangri-La
Cleaners, Richmond,
California

This 8-ft. Panel on the half-ton Ford F-1 chassis has a load capacity of 160.3 cubic feet. Your choice of Six or V-8.

"I pay Under 2½¢ a mile to run my Ford Panel"

"Ford Truck Economy has made a big cut in the operating costs of my business," says Mr. Jones. "My Panel has had no major repairs or costly breakdowns and you can't beat a Ford Truck for gas and oil economy." Mr. Jones entered his F-1 Panel in the Economy

Run and covered 9,394 miles, making 8,881 stops. Running expenses for gas, oil and service (but not including fixed expenses, such as taxes, license, insurance, depreciation, etc.) totaled \$229.86. That's a running cost of less than 2½ cents a mile!



Two years of testing show how well the new Ford Low-FRICTION engines perform under the most severe conditions. They passed scores of 100-hour "destruction" tests. One model alone ran as much as 50,000 dynamometer test-hours, over 500,000 vehicle test-miles.

DON'T GUESS! See how little it can cost to run a truck in your kind of work. See the cost figures in this 144-page book showing results from the 50-million-mile Ford Truck Economy Run. See it at your Ford Dealer's!

Availability of equipment, accessories and trim as illustrated is dependent on material supply conditions.



FORD TRUCKING COSTS LESS ... FORD TRUCKS LAST LONGER!

Using latest registration data on 8,069,000 trucks, life insurance experts prove Ford Trucks last longer!

Now! Up to 14% more Gas Savings and more Speed Hauling power, too!

New Low-FRICTION design in three Ford Truck engines means more miles per gallon. New direct-breathing OVERHEAD VALVES give more efficient fuel-feeding. New HIGH COMPRESSION offers more power on regular gas. Choose from 5 great engines: new 101-h.p. COST CLIPPER SIX; famous 106-h.p. V-8; proved 112-h.p. BIG SIX; two new CARGO KING V-8's developing 145 h.p. and 155 h.p.

FREE! MAIL THIS COUPON NOW!

FORD Division of FORD MOTOR COMPANY
3282 Schaefer Rd., Dearborn, Mich.

Please send me without charge or obligation, complete details on the new Ford Trucks for '52 and the five great Ford Truck engines!

FULL LINE ☐ HEAVY-DUTY MODELS ☐
LIGHT MODELS ☐ EXTRA HEAVY-DUTY MODELS ☐

Name _____ (PLEASE PRINT PLAINLY)

Address _____

City _____ State _____
Check here if student ☐

total shirt production was noted by William Burston, manager of the merchandise division, National Retail Dry Goods Association. On the drycleaning side, Albert E. Johnson, director of trade relations, National Institute of Cleaning and Dyeing, described progress on various unserviceable items, including improvement in belt backing. Serviceability was also discussed by Charles W. Dorn, director of research, J. C. Penney Company, and by Leonard S. Little, chairman of the general research committee, American Association of Textile Chemists and Colorists.

According to Lester W. Miller, Dates Laundry Service, Kenmore, N. Y., the industry should educate the public to buy shirts for serviceability rather than style and price only. George H. Johnson, AIL vice president, urged laundryowners to promote finished work as the answer to complaints about shrinkage in the increasing volume of rough-dry bundles. Dyes were discussed by H. C. Froehling, customer service manager of Du Pont, and J. Robert Bonnar, technical director, sales department, General Dyestuff Corporation.

Edwin W. Pearce, newly elected AIL director from District 1, presided at the Thursday-evening session which included the president's report and entertainment by members of the University of Pennsylvania glee club. The well-received keynote address was given by Dr. Kenneth McFarland, educational consultant to General Motors and guest lecturer for the *Reader's Digest*.

The Friday-morning conference, with Victor D. Dalgoutte, newly elected AIL director from District 9, as chairman, was devoted to sales. J. E. Hollingsworth, City Elite Laundry, Denver, Col., spoke on "Sales Are What You Make Them." Herbert H. Hyman, advertising and sales promotion manager of Consolidated Laundries, New York City, dramatized his talk by distributing free bottles of chlorophyll rinse to the audience. Capitalizing on the current chlorophyll promotion, Consolidated is using the rinse to give a new-mown-hay scent to finished laundry.

"Your Certified Washable Seal" was the theme of

the morning's panel discussion. Frank Onorati of AIL's New York office told how contact is maintained with the textile industry. George Johnson presented colorful slides showing the AIL laboratories in Joliet, Ill., while AIL's director of industry relations, Ward A. Gill, told members how to tie in their own promotion with the national advertising of the seal appearing in *Life*.

The Saturday-morning meeting, presided over by Albert Johnson, AIL's general manager, included a slide presentation on the Institute's headquarters at Joliet, and a talk on sales training by Ralph W. Carney, retired vice president in charge of marketing, Coleman Company, Inc., Wichita, Kansas.

Albert Johnson refereed a panel on "Good Laundry Management—a Must." Panel members were R. L. Ayers, Ayers Laundry and Cleaners, Covington, Va.; Roger Foussard, Model Laundry Company, St. Paul; Bernard Vellenga, Jr., Monarch Laundry, Chicago, and John T. Witherspoon, Dupont Laundry, Washington, D. C. Representing points of view of small, medium and large laundries, the speakers discussed ways of maintaining a balanced work load throughout the week, methods of promotion and types of services.

Award winners in the twelfth annual laundry advertising contest were announced by William E. Mercer, manager, AIL sales and advertising department. The purpose of the contest, Mr. Mercer said, was to stimulate salesmanship by an exchange of ideas. A display of scores of advertising programs entered in the contest was set up in the exhibit hall.

The winner in Class A (ads prepared with an agency) was the Allen Laundry, Allentown, Pa. In Class B (ads prepared without an agency), the winner was Crystal Laundry, Cumberland, Md. Milwaukee Better Laundries won the Class C award for cooperative group advertising, with honorable mentions to the Winston-Salem (N. C.) Laundries and Dry Cleaners and the Rhode Island Association of Launderers and Cleaners.

Two "workshop conferences" held simultaneously on Sunday morning were devoted to production problems and to sales problems. Fitted sheets, sport shirts and wearing apparel were among the subjects discussed at the production workshop conference presided over by Robert Mazlish of Riteway Laundry Company, Brooklyn, N. Y. Panel members were A. L. Christensen, AIL manager; Russel J. Rose, assistant, AIL production and engineering department, and Harry Hoerr, Jr., Model Laundry Company, Cincinnati.

George Isaacson, director of the AIL service departments, presided at the sales workshop conference. On the panel were Joseph S. Coughlin, White Swan Laundries and Dry Cleaners, Evansville, Ind.; Richard L. Corby, Jr., Corby's Enterprise Laundry, Summit, N. J.; John D. Campbell, Modern Laundry & Dry Cleaning Co., Philadelphia, and AIL's William Mercer.

Four individuals were singled out for special recognition of their contributions to the welfare of the laundry industry. In behalf of AIL, George Johnson presented a plaque to Harry Riemer, editor of the *Daily News Record*, for his aid in bringing about a better understanding between the laundry and textile industries. Albert Johnson presented plaques to John Caruthers, M. R. Weiser and James R. Wilson, professional accountants whose years of work in the interests of the industry recently culminated in the adoption of a uniform account classification system for all the textile maintenance industries.

It was announced that the 66th annual convention of the AIL will be held October 9-11, 1953, at Los Angeles, California. # #



SOME OF GUESTS at AIL Alumni cocktail party

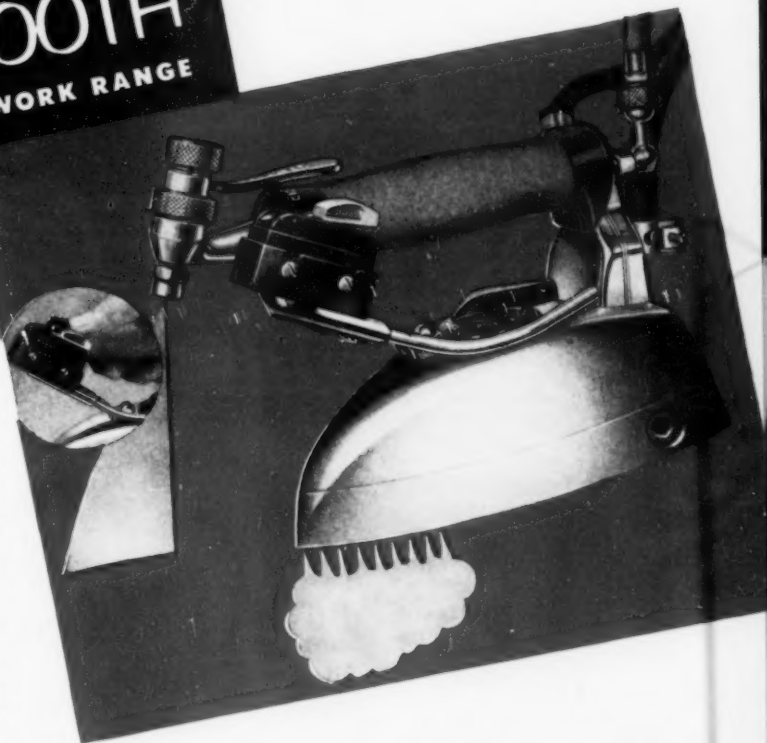


SO SMOOTH
OVER A WIDE WORK RANGE



NO FOOT PEDAL NEEDED

A feather touch of thumb control releases steam instantly . . . OPERATOR IS FREE FROM A STATIONARY POSITION . . . can stand on both feet and move back and forth along complete working range of board. The result: LESS EFFORT, LESS FATIGUE AND INCREASED PRODUCTION. Here's perfection in a steam-electric iron—everything you would expect from the world's leader—CISSELL. Fully-tested, fully-proved Solenoid magnetic valve operation, air-cooled for continued use . . . valve is PACKLESS—no parts to cause trouble. Available with or without the famous Cissell Water-Spray Gun.



STEAM-ELECTRIC IRON WITH ELECTRIC THUMB CONTROL

3 lb. or 6 lb. Steam-Electric Iron with Electric Thumb Control, Water-Spray Gun and Chamber Assembly. A.C. \$99 (Same without Water-Spray Gun, \$82) F.O.B. Louisville, Kentucky.

The Chamber Assembly includes Pilot Light, Switch, plug-in connection for

Iron and fully-tested, fully-proved Magnetic Valve Control (Assembly for Cissell Steam-Electric Iron with Electric Thumb Control and Water-Spray Gun includes Condenser.)

CISSELL

W. M. CISSELL MANUFACTURING CO., INC.
831 S. FIRST ST., P.O. BOX 1143—LOUISVILLE, KY.
Pacific Coast Office—4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors Write Export Dept.—Cable Code: CISSELL

Consult Your Jobber



Convention at Toronto

by GENE BENNETT

WITH AN INCREASED MEMBERSHIP swelling attendance, the Dry Cleaners' Institute (Ontario) held its fourth annual meeting at Toronto, Canada, September 14-16. Over 300 persons were present.

Jack Snitzer of Toronto, succeeding H. E. Wambold of Kitchener, was elected president of the expanding association of 203 cleaners, an increase of 25 over last year. Other officers elected were R. H. Feasby, St. Catharines, first vice president, and Harry Fotheringham, Hamilton, second vice president.

After a "warm-up" period Sunday night, members got down to business Monday morning with a talk by Charles B. Truxal, executive secretary of the Ohio State Association of Dyers and Cleaners. He spoke on "There's Gold in Your Clean-

ing Room," pointing out how good cleaning room methods can add to profits. Mr. Truxal also discussed reduction of spotting by using adequate soap and moisture control as a means of preventing static electricity.

In a discussion of the charge system, he indicated that a synthetic plant would find it easy and inexpensive to convert to that method.

"Opportunity Needs Promotion," said P. C. McCutcheon of Dow Chemical Company, in a talk urging the cleaners to take advantage of all merchandising possibilities. Among many approaches to getting consumer attention, he listed attractive and comfortable stores, imaginative advertising, and persistent use of a distinctive logo-type. Mr. McCutcheon stressed the importance of this charac-



DCI OFFICERS, left to right: H. E. Wambold, retiring president; Jack Snitzer, president; vice presidents R. H. Feasby, Harry Fotheringham

teristic signature or symbol in all advertising—truck signs, letters, inserts and so forth—to establish the plant in the mind of the potential customer. He also urged the cleaners to "find out why people go to your plant and then go out and plug the reason."

Dr. James Alexander, chief chemist, National Institute of Cleaning and Dyeing, explained the chemistry of the charge system in a talk on "The Latest Developments in Drycleaning."

He was followed by G. W. Allen, marketing and merchandising specialist of Toronto, who



*contact your distributor today
for DOW's sales aids ...*



sales manual program

**designed to help you
build a bigger
and better
business!**



window decals

In the dry cleaning business, profit is based on dependable, quality service that develops steady customers and efficient economical business operation. Dow sales aids provide you with the "know how" to help you improve these important business elements!

Dow's Sales Manual Program, "Spot News," literature and decals are all designed to help you give better service to your customers, increase your business and raise your profits.

For more information about these services and Dow's synthetic solvents, contact your Dow distributor today.

"SPOT NEWS"
a bi-monthly publication



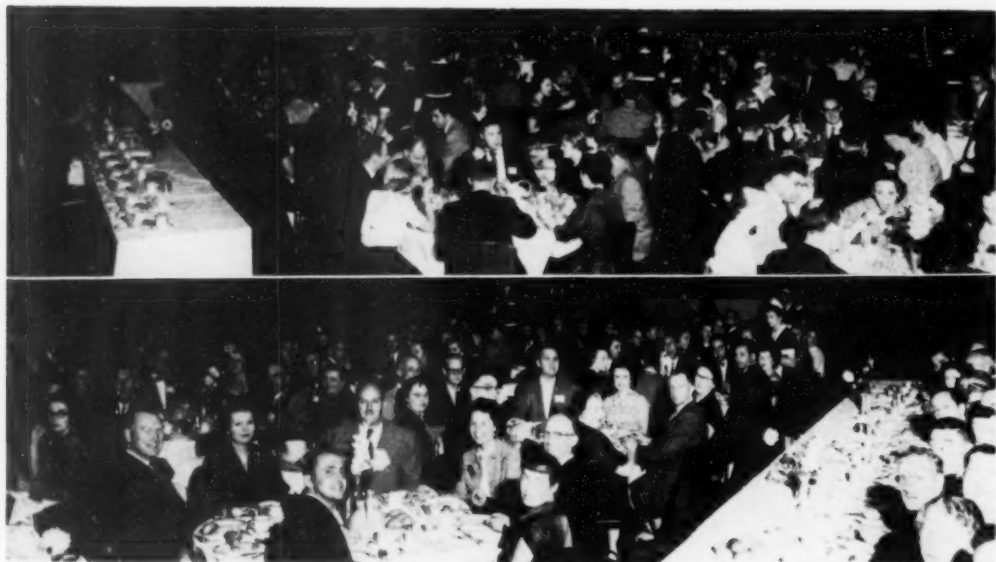
THE DOW CHEMICAL COMPANY
MIDLAND, MICHIGAN



informative
literature



Use Dow Solvents—**Dow-PER** • DOWCLEN • CARBON TETRACHLORIDE
and DOWFUME V for fumigation



spoke on "It's Up to You." Courtesy and personal contact are essential in maintaining good customer relations, Mr. Allen said. He also discussed salesmanship and the basic requirements of good selling.

On the following day Eric Hardy, director of Grant and

Bradford Ltd., an insurance firm, spoke on "Bailee, Storage and Equipment Insurance." Analyzing the insurance plan maintained by the Institute, he pointed out that it costs members less money than if they were to purchase coverage individually. Mr. Hardy noted

that in the past year every claim, involving all kinds of mishaps, had been settled promptly, especially referring to a fire loss sustained several months ago at the plant of Jack Snitzer, the Institute's new president.

Mr. Snitzer commented on the fire, and thanked the almost

30 Toronto cleaners who offered him the use of their plants at night so he could continue operating.

In addition to the Sunday-night "warm-up," a dinner-dance with the added incentive of entertainment was offered the next evening. # #

Record Attendance at Richmond

by GENE BENNETT

THE ECONOMIC FUTURE was the major theme of the program at the annual convention of the Virginia Association of Launderers and Cleaners, held at Richmond September 22 and 23. An attendance record was set by the 237 members present.

The meeting was addressed by Governor John S. Battle of Virginia, whose speech on the operation of the state government was broadcast.

The delegates elected a new president, James E. Smith of Lynchburg, to succeed A. M. Pitchford of Richmond. Other officers elected were C. P. McElheney, Danville, vice president; R. L. Ayers, Covington, secretary; R. H. Walker, Hampton, treasurer. Elected to the board of directors were M. J.

Reid, Staunton; Dan Kelly, Richmond; W. C. Coakley, Alexandria; Dick Hines, Norfolk.

An outstanding talk was given by Allan H. Mogensen of Lake Placid, N. Y., an authority on work simplification. He told the delegates that workers who perform the same operation day after day know their jobs better than experts, and can develop new ideas that will cut waste and improve efficiency. The dynamic speaker suggested that plantowners create in their employees a sense of participation in the operation of the plant as one method of developing loyalty, improving work methods and reducing costs.

Another method of achieving employee loyalty, production efficiency and interest in plant operation was offered by

Joseph B. Meier, executive secretary of the Council of Profit-Sharing Industries. Profit-sharing, according to Mr. Meier, provides an incentive by making an employee a partner in a firm, by identifying his interests with those of an employer. A profit-sharing program, he said, can increase production an average of 10 percent each year. Size of company, type of industry, and whether a plant is organized have no bearing on a profit-sharing plan, he explained, since each program is adapted to suit the needs of the company.

Dr. George W. McKinney, economist and staff member of the Federal Reserve Bank of Richmond, discussed general business conditions existing today and what can be expected

in the future. Noting that spending is off from last year, he said consumers are looking for quality and have to be sold. Owners were urged, in developing a program for the future, to consider the trend to increasing use of home laundries and the development of synthetic fabrics which are said to require less commercial cleaning processing. He stressed the importance to cleaners of learning how to clean the new synthetic fabrics and keeping up with textile developments.

Production problems in both drycleaning and laundry plants were considered in a panel discussion by representatives of the AIL and NICD. R. L. Ayers was the moderator.

Russell J. Rose, AIL staff assistant in production and engi-

how's your steam?



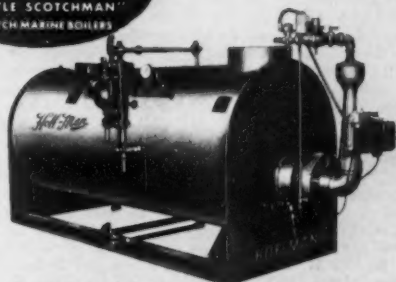
for a
complete
check-up:

...too little?...too expensive?

HOFFMAN CUSTOM-FITTED **BOILER SERVICE**—no obligation!

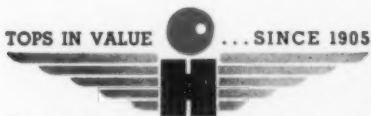
At the heart of your operation is Steam—steam for spotting, drying, finishing and other production needs. When steam capacity falls behind your demand, costs go up. That's true, too, if your present steam generator wastes fuel and needs frequent overhaul.

To solve the problem of the right steam service for your operation, Hoffman offers a custom-fitted boiler service. It eliminates guesswork. Based on broad experience with your steam-using equipment, Hoffman representatives give you an accurate recommendation of just which size Steamaster "Little Scotchman" boiler is the one for you. You profit from lower costs. Find out how by writing for your survey now.



Oil or Gas-Fired. Famous Hoffman-Steamaster "Little Scotchman" boilers are amazingly thrifty—with their improved heating surface and two-pass design. Completely equipped models from 3 to 150 H.P. Fully approved—no lagging or brickwork. Submerged tubes last longer.

TOPS IN VALUE ... SINCE 1905



U. S. HOFFMAN MACHINERY CORP.

Hoffman

105 FOURTH AVENUE, NEW YORK 3, N. Y.



NEW AND FORMER officers of Virginia Association. Left to right, seated: M. J. Reid, C. M. Dixon, A. M. Pitchford, Dan Kelly. Standing: James E. Smith, R. L. Ayers, W. C. Cookley, C. P. McElheney

neering, explained the three-step method for the handling of wearing apparel. He emphasized the importance of properly training employees. "Train your employees to work by instinct," he

said. "Eliminate decisions and you will have more efficient operators."

Robert E. Cowie of NICD discussed unit production and said that improving efficiency

can "put two more weeks in the year."

Another staff member of NICD, William White, described a method of straggler control. Calling this a "hidden

problem," he said that by simply attaching a fiber tag to any garment taken out of a lot schedule considerable time and expense will be saved when it has to be located. # #

New Mexico Meeting

PRODUCTION PROBLEMS and association activities were emphasized on the program of the annual convention of the New Mexico Dry Cleaners Association. Over 100 delegates attended the meeting, held at Albuquerque on September 13 and 14.

Discussions and demonstrations of wool and silk finishing were presented by the Porterfield family of Wichita, Kansas. "Wool Finishing Made Easier" was the subject of Larry Porterfield, sales manager of Wichita Precision Tool Company, while Laura Herrmann Porterfield, sponsored by Excelsior Machinery Company, presented the "One-Operator Silk Finishing Unit." The charged system was discussed by Irv Moore of R. R. Street & Company, Inc.

Dr. Dorothy S. Lyle, director of consumer education for the NICD, not only discussed fabric's at the convention, but while in Albuquerque held meetings with retailers and with home-economics personnel of the local high school, the U. S. Indian School and the

N. Mexico Agricultural College.

Harry Luttbeg, manager of the Better Business Bureau of Albuquerque, urged cleaners to step up distribution of "Fabric Facts" to retailers, and recommended showing of the consumer-education film, "After the Ball," in all high schools. He also said that many cases taken up by the Better Business Bureau show that some cleaners are sadly lacking in fabric knowledge.

The importance of supporting an active association was also stressed by several speakers. The featured banquet speaker, John D. Cash, executive secretary of the Oklahoma Dry Cleaners Board, urged association members to work for their industry as hard as they do for civic organizations and to engage more actively in politics. H. F. Mullen, executive secretary of the New Mexico Manufacturers Association, likewise emphasized the need for strong industry associations. "Your State and the Legislature" was the subject of Tim Keleher, local attorney.



NEW MEXICO OFFICERS, left to right: Alva J. Coats, executive secretary; Joe Gault, president; W. D. Driskill, director and past president; M. H. Tottenhoff, vice president

Much interest was shown in two film presentations, "After the Ball Was Over" and "The Magic Key."

The annual banquet was held Saturday evening with P. O. Voss, P. O. Voss Distributing Co., Albuquerque, as master of ceremonies.

New officers elected are Joe Gault, Joe's Cleaners, Albuquerque, president, and M. H. Tottenhoff, Odorless Cleaners, Carlsbad, vice president. Past president W. D. Driskill, Empire Cleaners, Albuquerque, will continue to act as treasurer.

Elected to the board of directors: Earl Wychoff, Albu-

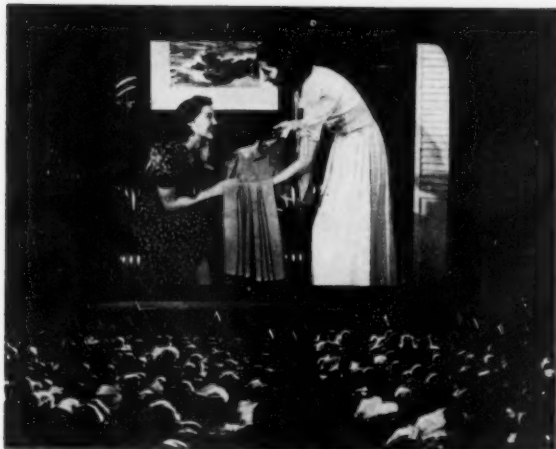
querque; Marcel Pick, Santa Fe; Mrs. Mary Matthews, Clayton; W. Fender Wade, Portales; Bill Thompson, Roswell; M. Y. Vinson, Hobbs; Paul Marbury, Hatch; J. O. Parten, Las Cruces.

Re-elected directors: J. L. Rutledge, Albuquerque; Al Lazar, retiring vice president, Albuquerque; J. M. Flores, Gallup; J. B. Brown, Sr., Las Vegas; Hugh M. (Bud) Wood, Jr., Clovis, and Mr. Tottenhoff. Mr. Driskill automatically becomes a board member.

Oscar Hochrein, Globe Cleaners, Albuquerque, was convention chairman for the successful meeting. # #



How to **MAKE MORE MONEY** with "*Screen Broadcast*" **SPOT MOVIE ADS** in Your Local Theatres



◀ **SHOW WHAT YOU SELL**

For a fraction of what it would cost you to print and mail circulars, you can advertise in your local theatres with live-action talking motion pictures in **FULL COLOR**. These **SPOT MOVIE ADS** dramatize and demonstrate the importance of clean, freshly-pressed clothes . . . emphasize that regular cleaning makes clothes last longer. **SPOT MOVIE ADS** get the undivided attention of the whole audience . . . people who live in your trade area . . . your best prospects. Over 50,000 local firms, including hundreds of Cleaners and Dyers, use screen advertising . . . *proof that it pays.*

◀ **FEATURE YOUR NAME**

The first $\frac{1}{2}$ of the running time of each film sells what you sell. The last $\frac{1}{2}$ shows **YOUR** name and **YOUR** phone number on the giant screen—accompanied by a timely selling talk that you select.

◀ **TURN LOCAL THEATRE CROWDS INTO CUSTOMERS FOR YOU**

CLIP and MAIL coupon NOW ↓

No obligation.

Get this
FREE
Booklet

The Screen Broadcast Companies
**Motion Picture
Advertising Service Co., Inc.**
1032 Carondelet St., New Orleans, La.
United Film Service, Inc.
2449 Charlotte St., Kansas City, Mo.
Members of Movie Advertising Bureau

United Film Service, Inc.
Dept. C-7
2449 Charlotte St., Kansas City 8, Mo.

Please send me more information on Spot Movie Ads.

Firm _____

Address _____

City, State _____

By _____

NEVER BEFORE... **WORK**

CALED'S

New

FILT-R

You'll say it's magic the way New Filt-R-Out gets clothes clean — really clean! This high-detergent-action dry-cleaning soap gets ALL the soil... you can tell it by the soft, new feel of the garments as they come out of the wheel. New Filt-R-Out gives equally outstanding results in any kind of unit—Stoddard Solvent, chlorinated or 140 F. And in both batch and charged systems, you just can't beat it for passes. When re-runs are made with new Filt-R-Out, nearly all of your wetcleans are eliminated and spotting is cut to a minimum. Ideal for use as a pre-spotter, too. And you can use it dry or as a soaking bath. Under all conditions of soil and types of loads, New Filt-R-Out performs brilliantly — gets whites whiter, colors brighter — with ground in soil fully removed. So why not change to the drycleaning soap that's so ABC simple to use, so extra efficient. Cash in on New Filt-R-Out's high-detergent-action that gives trouble free results and maintains your reputation as a quality cleaner. Guaranteed by Caled, makers of top quality drycleaning products for 23 years.

WHEN YOU GET FILT-R-OUT YOU'RE ALL SET

• • • *Get Set — Get FILT-R-OUT*

SO CLEAN...

FILT-R-OUT

NEVER BEFORE

a drycleaning soap that gets so many PASSES!

NEVER BEFORE

a drycleaning soap that gets all the soil, leaving garments soft and new looking.

NEVER BEFORE

a drycleaning soap that mixes so easily, distills completely, never causes filter pressure.

NEVER BEFORE

a drycleaning soap that even untrained help can use and get amazingly wonderful results.

NEVER BEFORE

a drycleaning soap that works so well in both Stoddard Solvent and all other kinds of systems.

NEVER BEFORE

a drycleaning soap so effective in short and long runs, that you can run the way you want!

ONLY NEW FILT-R-OUT GIVES YOU...?

"HIGH-DETERGENT ACTION"



CALED
PRODUCTS CO., Inc.
 BRENTWOOD MARYLAND

**THERE'S A CALED
 PRODUCT FOR
 EVERY DRY-
 CLEANING NEED**

DRYCLEANING SOAPS

CAL-SOAP

The Dual Action
 Drycleaning Soap

WOOLZ

Drycleaning Soap
 for Woolens

PACE

Chlorinated
 Drycleaning Soap

W-L

For Any Run, Any
 Load, Any System

Econo-Cal Concentrate

Concentrated Soap for All Systems

BRUSH-OUT

Wheel and Hand
 Brushing Soap

Z-P

Silk Soap for
 Chlorinated Systems

630

A Finely Balanced
 Paste Soap

Calet L-S

Liquid Leather
 Drycleaning Soap

WETCLEANING SOAPS

KLENEASE

All Purpose
 Wetcleaning Soap

722

For Rugs, Blankets,
 Curtains, Palm
 Beaches

ZUDS

Liquid Wetcleaning
 Blend

CAL-TEX

for Whiter
 Wash Suits

RUG SHAMPOO

For "On the Floor" Cleaning

SPOTTERS

R-X

For Wet or
 Dry Spotting

PRE-SPOTTER

Versatile Stubborn
 Stain Spotter

S-R

Tannin
 Remover

PLEZURE

Concentrated
 Wet Spotter

P-R

Volatile Paint
 Remover

CINCH

Removes Wet
 & Dry Soil

I-R

Removes Ink
 Stains

CAL-STRIP

A Fabric Color
 Stripper

STEEM

Neutral Lubricant for Steam Spotting

SPECIALTIES

DYE PADS

for Spot Dyeing

VEL ODOR

Neutralizes Odors

CAL-SIZE

Liquid Sizing

SHOO

Odor Destroyer

KREX

for "Solvent Hands"

DRY-CAL SIZE

Solvent-Soluble
 Sizing

CAL SIZE

POWDER

For Immersion or
 Spray Gun Use

RESISTI-CAL

Solvent-Soluble
 Weather Proofers

LEATHER PRODUCTS

SPRAY DREST

Spray finish for
 Suedes & Leather

DREST

Paste-Type
 Leather Finish

how to make more profit by simple Cost Control—

**Where do your dollars come from?
And where do your dollars go?
How many dollars are left for you?**

The profit and loss statement is a simple, useful tool for making a business pay—the one most important tool! Too many plantowners look at the lower right corner of their P & L's, then file and forget them. Or, worse, too many don't even have P & L statements! So how do they know:

- If they can afford new equipment?**
- Whether a particular store is profitable?**
- If they should add another finisher?**
- How well that special promotion paid off?**
- If there is a profit in sidelines?**
- Whether changing layout will pay?**
- If charge accounts cost too much?**
- Whether savings in spotting will exceed cost increases in finishing?**
- When a special bonus to drivers is justified?**
- What is profit and what is return on investment?**
- If it pays for supervisors to do productive work?**
- Why more business doesn't show more profit?**
- When prices are in balance?**
- If a two-price setup is profitable?**
- How to meet that note in October?**

The February 1953 Guidebook of the Drycleaning Industry will give, in simple layman's terms, a full explanation of how to answer these questions with the aid of your P & L statement. In other words—how you can make a bigger profit?

'P L' Guidebook 1953

COMBINING:

EDITORIAL FEATURE SECTION:

The Drycleaners' Guide to the "P and L" Statement.

OPERATING GUIDE:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

BUYERS' GUIDE:

CLASSIFIED DIRECTORY, listing all kinds of drycleaning equipment and supplies and manufacturers of these products; arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations; by informational ads throughout the Classified and Geographical Directory Sections.

N.I.C.D.

CONVENTION GUIDE—full details of program and exhibit plans for annual convention of the National Institute of Cleaning and Dyeing to be held in Cleveland, Ohio, February 13-15.

National Cleaner & Dyer

304 East 45th Street, New York 17, N. Y.
20 North Wacker Drive, Chicago 6, Ill.

WHY

the demand is increasing for Columbia-Southern PERCHLORETHYLENE

IT IS HIGHLY STABLE

Stability is extremely important in Perchlorethylene for smooth, trouble-free performance and excellent results.

IT IS SCIENTIFICALLY
PRODUCED

Columbia-Southern devoted years of research and field work in developing its Perchlorethylene formula before producing even one drum for sale to the dry cleaning industry.

IT IS LABORATORY
TESTED

The stability and purity of Columbia-Southern Perchlorethylene is methodically and carefully checked during each step of its manufacture.

IT IS MADE BY
COLUMBIA-SOUTHERN

A subsidiary of the progressive Pittsburgh Plate Glass Company, Columbia-Southern has been supplying American industry with alkalies and related chemicals for over half a century. It is also the world's largest merchant-producer of chlorine. And its Perchlorethylene plant is centrally located permitting rapid shipments to you.

IT ALL ADDS UP TO THIS: For a quality Perchlorethylene with good stability, backed by a reputable chemical company with long experience, specify the brand name . . . "Columbia-Southern."

COLUMBIA-SOUTHERN IS A
WHOLLY OWNED SUBSIDIARY OF
PITTSBURGH PLATE
GLASS COMPANY



COLUMBIA-SOUTHERN CHEMICAL CORPORATION

SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
FIFTH AVE. AT BELLEFIELD - PITTSBURGH 13, PA.

DISTRICT OFFICES: BOSTON • CHARLOTTE • CHICAGO • CINCINNATI • CLEVELAND • DALLAS • HOUSTON
MINNEAPOLIS • NEW ORLEANS • NEW YORK • PHILADELPHIA • PITTSBURGH • ST. LOUIS • SAN FRANCISCO

*Just Plug in
and GO with the*

HILD All-Auto-Matik UPHOLSTERY SHAMPOO MACHINE

Every woman knows that her upholstery must be periodically shampooed to revive the lustre and freshness. Now you can go after this profitable business . . . and make **big MONEY** shampooing upholstery either in your plant or in the customer's home. The HILD Machine makes this tough job easy . . . by substituting *electric power* for most of the "elbow grease" heretofore needed.

No More Hand-Scrubbing!

The HILD motor-driven brush gently yet vigorously shampoos away even stubborn dirt. The whole brush unit weighs only 5½ pounds . . . is easy to use on vertical as well as horizontal surfaces without undue strain on the operator.

No More Hand-Pumping!

Air pressure to feed shampoo solution from storage tank to brush is developed by a motor-driven compressor built into the base of the tank. Constant air pressure of 8 to 11 pounds is *automatically* maintained.

Shampoos with "Dry" Suds

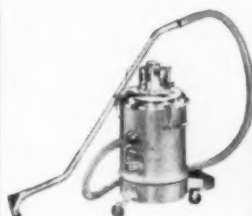
An ingenious engineering development "*pre-lathers*" the shampoo solution. Rotary brush action further whips up the shampoo into rich, cleansing suds. In lather form the shampoo cleanses most effectively and does not penetrate deeply. Upholstery dries quickly . . . normally in 3 hours. Saves on shampoo solution, too . . . and minimizes spattering.

Earns Highest Profits

The HILD System boosts upholstery shampooing profits two ways. First, it cuts costs . . . saves time, saves labor, saves materials. Second, it enables you to command top prices for your service. Mail the coupon for complete information . . . today!



HILD EQUIPMENT . . . Proved-in-Use Over 25 Years!



HILD Heavy Duty
"Wet-and-Dry"
Portable Vacuum



HILD Portable
Rug & Carpet Beater



HILD Shower-feed
Floor Machine
Also shampoos rugs
and carpets



HILD FLOOR MACHINE CO.
740 W. Washington Blvd., Chicago 6, Ill.

☐ Send your free circular on the HILD Upholstery Shampoo Machine

We are also interested in:

☐ Vacuum ☐ Rug Beater ☐ Shower-feed Floor Machine

Name

Address

City

State

NC-11

LEGAL DECISIONS

by A. L. H. STREET

Accusation of "Unfairness" as Libel

Where no labor dispute with the owner of a business existed, were a labor union and a newspaper publisher liable, on the ground of libel, for publication in the newspaper by the union of a "Notice" to "Members of Labor" that the owner of the business was "unfair to you"?

Yes, decided the Kentucky Court of Appeals in the case of Paducah Newspapers, Inc., v. Wise, 247 S. W. 2d 989.

Wise had sued the newspaper company and union, which appealed from a \$5,000 judgment against both in his favor. The case involved a small restaurant, but clearly what the Court of Appeals declared, as summarized below, is fully applicable to cleaning establishments or any other line of business. The opinion is very much strengthened by the fact that the U. S. Supreme Court refused to review the case.

The plaintiff, Wise, had opened a small restaurant and directed a porter to paint a two-foot strip around a door. This offended the local painters' union, but no complaint was made to Wise before the "unfair" notice was published. Here is the gist of the Court of Appeals opinion:

Ordinarily, when used in connection with labor relations, a charge that an employer is "unfair" does not imply that he lacks integrity or business capacity, but merely that he is unfriendly to organized labor. However, as decided by the highest courts of Minnesota, Missouri and Wisconsin, a union has no right to say falsely that an employer is unfair, without just cause.

Citing Ohio and New York decisions, the court noted that in cases where unions had been exonerated in advertising an employer as "unfair," usually there had been "a realistic controversy between the employer and organized labor."

The Kentucky court concluded that before a labor union may publish derogatory statements about an employer, it must have reasonable grounds for objecting to his conduct. Even when there is a legitimate dispute, the employer must "at least be given a fair opportunity to avoid being branded as unfair." What Wise did was perfectly innocent, and no one had complained to him because a union painter was not called in to paint the two-foot strip. The court stressed the fact that the published notice did not state in what respect the union regarded Wise as being unfair.

As to the newspaper, if the notice was libelous on the union's part, the publisher became liable for publishing it, even if he believed that the accusation was true.

Former Partner as Competitor

Can a member of a partnership legally bind himself by agreement not to compete with his successors for a certain time after his withdrawal from the firm?

Yes, according to the decisions of the courts of most states, if not all. A standard legal treatise cites decisions of high courts as supporting this statement:

"An agreement by a retiring partner not to engage in a similar line of business in the vicinity is not necessarily invalid as imposing unreasonable restriction. Such an agreement generally will be enforced, if it does not

INVITATION TO THE READER

In this department of THE NATIONAL CLEANER & DYER Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest in the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney, by citing what the courts have generally decided in similar cases.

contravene public policy, even though made verbally, subject to the terms and limitations contained therein, and provided the purchaser of his interest has fully performed his obligations thereunder." (68 Corpus Juris Secundum, 745.)

However, there must be a legal consideration for the agreement—such as the retiring partner's associate or associates having entered into a partnership agreement with him or having bought his interest on that condition. No court would be likely to enforce an agreement not to compete first made after dissolution of the partnership.

All such agreements should be drawn by a competent local attorney, familiar with statutes and decisions of the courts of the particular state which bear upon the validity of such agreements. The courts in different states do not agree as to the length of time that restraint on competition may run, nor as to the scope of territory the agreement may cover.

Because the principal owners of a cleaning corporation stand in somewhat the same legal relationship as partners, a decision rendered some years ago by the Minnesota Supreme Court will give a fair idea as to what sort of contract will be upheld. (Peoples Cleaning & Dyeing Co. v. Share, 210 N. W. 397.) In that case the defendant had held stock in the plaintiff company and was a director and employee. The stock was held under an agreement that he must offer the shares to the company before selling them to an outsider. The company bought the shares on condition that for six years the defendant would not compete with the company in the same city.

The Supreme Court decided that the agreement was binding, even though the stock was worth the full amount for which the defendant sold it to the company. Its reasoning was that the company was not bound to buy the shares and had a right to exact the noncompetition agreement as a condition to purchasing them. Of course, the same reasoning would apply to an agreement by one partner to buy his associate's share in a cleaning partnership, on condition that the retiring partner refrain from competition for some such reasonable time as two, five or ten years.

The importance of noncompetitive agreements is illustrated by a decision of the New York Court of Errors and Appeals, to the effect that in the absence of such an agreement a retiring partner had a right to compete, and to serve patrons of the old firm who might come to him without special solicitation. (Hilton v. Hilton, 104 Atl. 375.)



Some of the answers to

Sec's Appeal!

Two decades of research have enabled SEC to produce and perfect scores of important features in the field of synthetic drycleaning. Many have been copied, but to this day, no other equipment on the market can match all of SEC's features and values.

Remember that your selection of drycleaning equipment should be a once-in-a-lifetime step. And to be sure it is a step in the right direction . . . check with SEC, the finest equipment money can buy. Just drop us a line for your copy of the Complete SEC Story.



SEC CLEANING SYSTEMS

SEC's Speedy Extraction

Fastest on the market . . . 900 rpm. Reduces operating time and solvent costs. Absolutely no vibration. No special foundations necessary.

SEC's Turbulent Agitation

Garments completely submerged at all times for faster, more thorough cleaning. Washing and extraction performed in same unit.

SEC's Purification System

Changes solvent every minute while washing with a minimum of redeposition. Run 2 to 3 times as many loads between changes.

SEC's Filter Pump

Trouble-free centrifugal, packless filter pump for high speed volume solvent delivery. Better circulation for better cleaning.

SEC-o-miser Recovery

Dries, fluffs and deodorizes. Doors at each end to allow straight-through loading and unloading. Unusually high solvent recovery. Handles up to 30 lbs. per load.

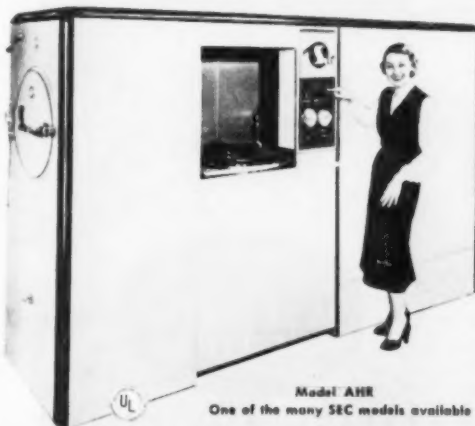
SEC's Automatic Operation

Variable operation time. No weighing of loads. Just set timer-clocks and walk away. Tub fills, washes, drains and extracts . . . all automatically.

Among the Many Other Features

Distillation—Batch or Continuous
55% Larger Solvent Storage
Manually Operated Soap Valves
Up to 100 lbs. per hour Capacity
Everything in One Compact Unit
Famous Dependable SEC Service
Practical Budget-Purchase Plan

WRITE FOR ALL THE OTHER FEATURES



Model AHR

One of the many SEC models available

Sec-o-matic Corporation, 35 LaFrance Avenue, Bloomfield, N. J.
A General Precision Equipment Corporation Subsidiary

Like **Montpelier, Virginia and the
National Fox Hunt Races . . .**

STOD-SOL *and STOD-SOL Test Bundle Service* **GO TOGETHER**

It's a pretty "foxy" drycleaner who lets Stod-Sol bring top quality workmanship, efficiency and increased profits to his operations. And when "special attention" garments have you at bay, Stod-Sol "Test Bundle" Service comes quickly to your rescue. Throughout the industry, this famous product-and-service combination stays ahead of the pack. Ask your nearest Anderson-Prichard Stod-Sol distributor for complete details.



PRODUCERS

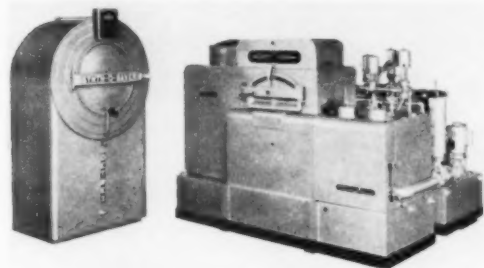


REFINERS

Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

Detrex Introduces New Two-Bath Unit



Detrex Corporation, Detroit, Mich., has announced a new two-bath unit for drycleaners desiring to use the "charge system" of high concentration strong soap in the Detrex Process.

Designed for operation with new Monarch machines and with Regent and Monarch machines now in use, the new unit makes possible a two-bath cycle using a high concentration of soap-solution wash followed by a clear solvent rinse.

In keeping with the present Detrex Process production capacity of four loads of drycleaning

an hour, the complete two-bath cycle takes approximately 15 minutes. This includes a wash, drain and extract cycle, plus a rinse, drain and extract cycle.

The entire operation is controlled by a single switch on the front of the machine, eliminating manipulation of numerous valves and other mechanisms that tend to confuse and tie up the operator, Detrex states.

When ordered with a new Monarch, the two-bath unit adds only 6.7 square feet to the machine, the company says.

Lincoln Holiday Bags Now Available



The Lincoln Bag Company has announced its 1952 line of Holiday Greeting garment delivery bags. Eight appropriate designs are available, printed in red and green on white, brown or gray paper. The designs are displayed in full color in the form of a Christmas-tree cutout which stands upright for the cleaner's selection.

Lincoln reports that the holi-

day bags have been used to make deliveries during the Christmas season as a means of saying "thank you" to customers and as a goodwill builder.

Full details may be obtained by writing to the Lincoln Bag Company, 4200 W. Schubert Ave., Chicago 39, N. Y.

U-San-O Gets Chlorophyll

The American Mothproofing Company, St. Louis, Mo., has announced the addition of chlorophyll deodorant to its product, U-San-O Mothproofing. As U-San-O is used right in the wheel, no extra equipment is needed.

The American Mothproofing Company claims its product will stop most common fabric odors. Garments treated with U-San-O plus chlorophyll will keep their freshness longer, the company states, and will also be insured for six months against moth damage. The product may be used in either petroleum or synthetic solvents.

Eaton Combination Offer

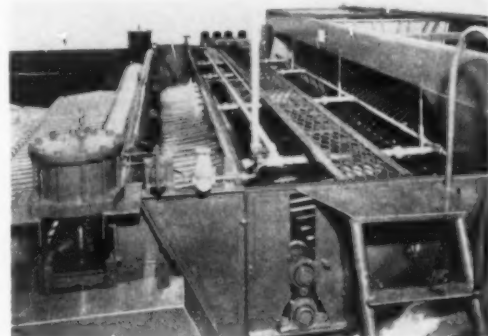
The Eaton Chemical and Dyestuff Company, Detroit, has announced a special combination offer which provides all the necessary ingredients for spot and stain removal, with complete instructions for their use. Included in the offer are Eaton's spotting assortment, Eaton's Spotting Manual, and a set of lithographed spotting bottles.

The assortment consists of 13 Eaton products, all in the

same size containers in which they are sold in case lots, and the set of bottles. The Eaton Spotting Manual contains 64 pages of information on spotting, written from the standpoint of on-the-job drycleaning practice. It gives instructions for removing difficult stains, using the 13 products.

The combination offer, Eaton states, is priced at the case-lot price of the products, with the spotting bottles and Spotting Manual constituting a plus value.

New Cleveland Rug Scrubber Available



The Cleveland Rug Cleaning Machinery Company, Cleveland, Ohio, has announced a new automatic rug scrubbing machine, called the "Cleve-O-Matic." The machine was designed to speed production, the company states, and reports tests indicating that two men operating the 16-foot model can process forty 9-by-12 rugs per hour, plus small rugs which can be put through at the same time.

The new machine, the manufacturer claims, will handle all types of rugs, including Numdahs, shag, Oriental and straw, and will eliminate streaking, catching and tearing of rugs as well as scalloping of edges.

Featured in the new machine is the "Floating Brush" action. Individually suspended brushes adjust automatically to varying rug thicknesses and are permitted to lift at the end of each 5½-inch stroke to eliminate all possibility of nap "digging."

The machine is equipped

with three rinses, with a squeeze between each to insure complete removal of dirty water. The operator can adjust the speed to any rate between 3½ and 14 linear feet per minute to fit the condition of individual rugs.

The rug is carried on continuous tapes throughout processing. It is fed on to the tapes from a V-shaped trough, moves under a spray of liquid soap and up and over a revolving drum, where it is scrubbed by a set of four specially built aluminum-backed nylon brushes. It is next carried under the three separate rinses, the first and second being delivered to the under side of the rug as well as to the nap side. A final wringing delivers it ready to be hung on the conveyor for transportation to the dry room.

Sales-Message Bags

Sales messages in a variety of stock designs are available for printing on Union garment

Solvink PROTECTS Fine Fabrics as it Removes Stains!



Says Jack Dinkoff, silk spotter at Magic Cleaners & Dyers, 3655 W. Irving Park Rd., Chicago, Ill. "By using Solvink on my sheer and fragile silks, I do no pounding with the spotting brush, and therefore lessen the chance of chafing and damaging the fabric."



Like Mr. Dinkoff, you will find, too, that Solvink removes spots quickly and easily without harming the finest fabrics. It's the fastest, safest way to remove ink, rust, paint and blood stains. Safe on white and fast colors.

One set of half pints—\$2.25 . . . Use them separately or together, full directions on each bottle.

For economy—Pints, Quarts and Gallons Available.

Order from your jobber today on this money back guarantee or write Dept. N-112 for free sample.

YOU NEED SOLVINK COMPANION PRODUCTS

TANSOL for Tannin Stains

GREENZYME—Digestant

IODAZE for Iodine Stains

SIZ-IN—Hat Size

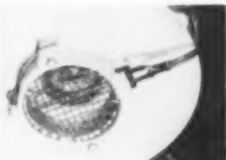
GREENVILLE CHEMICAL COMPANY

Corner of E. Stone Ave. & Bennett St., Greenville, S. C.

bags, it has been announced by Union Bag & Paper Corporation, New York, N. Y. The Union bags come in three sizes.

The company points out the advertising value offered by bags imprinted with the cleaner's sales message, since they are delivered to known prospects.

Anti-Flooding Device



Industrial vacuum cleaner motors can now be fully protected against flooding troubles, says Multi-Clean Products, Inc., which recently developed a device known as an electronic motor shutoff.

According to Multi-Clean, flooded electrical motors have long been a costly source of trouble to users of industrial vacuum cleaners because they frequently overload the vacuum tanks. The result is that water

or other liquids are drawn up into the motor turbines and bearings. This can lead to expensive repairs and costly time losses, it was pointed out.

The electrical shutoff is an independent wiring system which includes two electrodes mounted parallel at the base of the turbine, as shown at left. It is claimed that as little as one drop of water crossing these electrodes will cause them to break the circuit, shutting off the motor. With this device, the motor cannot be started again until the electrodes have been dried, vacuum tank emptied, filter drained, and the motor switch turned off and back on.

Several models of Multi-Clean industrial vacuum cleaners are now being offered with the electronic shutoff as standard equipment, it is reported. For complete details, write to Multi-Clean Products, Inc., 2277 Ford Parkway, St. Paul 1, Minn.

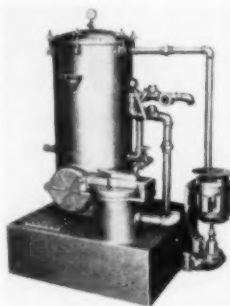
Kraft Paper for Holidays

The laundry and drycleaning division of Majestic Paper & Twine, Inc., has announced that its 1952-53 Holiday Season kraft wrapping paper is now available. The white kraft paper is

printed in red-and-green holiday designs. The rolls are available in 9-inch diameter and in 24-, 30-, and 36-inch widths.

Further details may be had from Majestic Paper & Twine, Inc., 155 Inlay St., Brooklyn 31, N. Y.

Vic Rinse Unit



A strong soap-rinse unit for drycleaners who wish to adopt the two-soap unit or strong soap-rinse unit method of cleaning has been introduced by Vic Cleaning Machine Company. The new Model 57 attaches to any type of cleaning machine,

the company states, whether it uses synthetic, 140° F or petroleum solvent.

The new Model 57 Strong Soap-Rinse Unit is 48 inches wide, 33 inches deep and 66 inches high, taking up little floor space. It has a solvent capacity of 60 gallons, filters 1,500 gallons per hour, has a vaportight lint trap and a well-located clean-out plate.

For complete details write the Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn.

New Laundry Finish

The commercial availability of CMC Formula, a new product for laundry finishing, has been announced by Hercules Powder Company, Wilmington, Del. CMC Formula is said to be easy to use because it is dry, granular and fast-dissolving.

According to Hercules, the use of CMC Formula gives the fabric a smooth feel, a crisp, fresh appearance, and fullness without harshness. CMC Formula is also said to check sticking and build-up on presses and flatwork ironers.

The company reports that in tests conducted by the Institute of Textile Technology in Char-

lottesville, Va., and other research organizations, it was found that CMC not only helps check the penetration of soil into a fabric but also helps prevent redeposition of dirt during laundering.

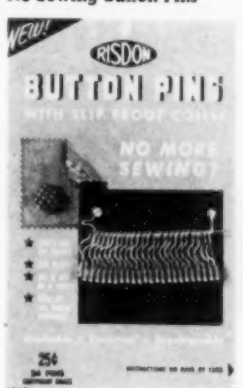
CMC Formula works equally well with white clothes or colored fabrics. It also can be used as a complete sizing by itself even in hand dipping.

CMC Formula also can be used in the wetcleaning department of a drycleaning plant. In this application, the manufacturer claims, it enhances the appearance, feel, and finishing qualities of the fabric, and makes recleaning considerably easier.

The sale of CMC Formula in the commercial laundry field is being handled by Carman & Company, Inc., Brooklyn, N. Y.

Complete information may be obtained by writing to the Nodi Company, 67 Raymond Place, Hewlett, L. I., N. Y.

No-Sewing Button Pins



A new, special-shape safety pin which attaches shank or tufted buttons without sewing has been introduced by the Risdon Manufacturing Co., Naugatuck, Conn.

The pin is designed with a slip-proof coil to secure the

button to the garment without slipping or showing. The pin lies flat against the back of the fabric, can be attached or removed quickly and easily. Made of rustproof brass, the pin is washable and drycleanable, the company states.

Sales Promotion Package

A new sales promotion program for drycleaners has been introduced by Waits & Harris, Advertising and Sales Consultants. The copyrighted plan includes three letters for new customers, a thank-you letter for new customers, a welcome letter to new residents, a follow-up letter for lost customers, telephone solicitations, and tips on how to hire good routemen and counter clerks. Featured in the program are a sales contest and a premium promotion plan.

The company states that it will also furnish a television commercial at actual cost, and as a bonus for a limited time six radio spot ads.

Accompanying each plan is a set of detailed instructions which are worked out in detail, even telling which day of the month is best for mailings. The company also states that it fur-

nishes six months of free sales and advertising consultation with each program.

Complete details may be obtained by writing to Waits & Harris, 670 W. Peachtree St., Atlanta, Ga.

Cook Water-Level Control



John Cook, president of Cook Machinery Sales Company, Dallas, Texas, has announced the addition of an automatic water-level control to the firm's line of Cook Washettes. To get any desired water level, the operator sets the water-level selector dial on the

Here's Why

Cleansertag

is your Best Buy

- ★ It's extra-strong wet or dry—ideal for tags that stay firm despite your strongest solutions.
- ★ It easily takes the markings of pen or machine—holds them sharp and clean all through processing.
- ★ It always stays flat—there's no curl, no twist to slow garment identification.
- ★ It's less expensive than cloth—and better.

Prominent Sales Book and Tag Manufacturers, coast-to-coast, use CLEANSERTAG. Insist on it. Do not accept substitutes—there's only one CLEANSERTAG.

Write for FREE SAMPLES today!

HOLLINGSWORTH & VOSE COMPANY

East Walpole, Massachusetts

Please send me CLEANSERTAG samples today!

Name _____
 Company _____
 Street _____
 City _____ State _____

LOCK OUT those TAG LOSSES!

LOSING TAGS?

Tags that tear, disintegrate or shred in processing mean lost dollars. **TAGS MADE OF PERMAFIBER STOCK** defy the strongest solvents and solutons; won't tear or melt in work; won't break at fastening point; and they stay with the garment from start to finish.

INK BLURRING?

TAGS MADE OF PERMAFIBER STOCK have a new, non-oily, extra-smooth surface that takes ink more swiftly and holds it indelibly... identification as constant and reliable as a finger print. Clear markings on flat, uncurled tags save precious hours of sorting time.

COLOR RUNNING?

TAGS MADE OF PERMAFIBER STOCK come in Nine Bright, Beautiful Colors that absolutely WILL NOT "BLEED"... no danger of ruining garments with running tag colors, no matter what solutions you use. And these distinctive colors give you the most efficient "signal" system!



FOR SAMPLES AND NAME OF THE NEAREST PERMAFIBER JOBBER, WRITE

Stop watching those dollars go down the drain! If faulty tags are costing you money in garment replacements, wasted labor and customer irritation, do what hundreds of America's most efficient plants are doing... insist on

MARKING TAGS made with *Permafiber* TAG STOCK

The last word in Laboratory-Engineered Tag Stock... Scientifically Formulated and Control-Tested to stand up under all Laundering and Cleaning conditions... dry or wet; to stay flat, flexible, unblurred and color-fast despite the strongest chemicals and solvents. The complete dependability of **TAGS MADE OF PERMAFIBER STOCK** saves wasted time in marking and sorting, and provides the nearest thing to an iron-clad guarantee that you will lose neither garments nor customers! Don't gamble with your profits; don't settle for less than the best when the best actually costs you less. Follow the leaders... test **PERMAFIBER** stock for yourself and you'll always specify —

TAGS MADE OF PERMAFIBER STOCK!

Permafiber Corporation

450 SEVENTH AVENUE • NEW YORK 1, N. Y.

instrument panel of the fully automatic Washette. The dial can be set at high, medium, low or any point in between; the drum fills to the set level and shuts off automatically. The operator pushes a small button beneath the dial to get more water if needed.

According to Mr. Cook, this new feature eliminates the need for a float chamber. The control is simple to operate, he states, and so simple in construction that repairs or adjustments can be made by an amateur mechanic.

Improved Stapler



Neva-Clog Products, Inc., Bridgeport, Conn., has announced that its Neva-Clog Two-Way Stapling Plier has been modified to provide an improved, featherlight shift of

the anvil from permanent to temporary fastening and a more perfect pinning (temporary) action.

The anvil design has been completely revised. A new "button" on the bottom of the stapling plier does the shifting in a split second, Neva-Clog states, while handle spring tension accurately positions the anvil to deliver either a permanent clinch of the conventional type or a temporary, pin-like staple. The pin-like staple is bent flat back against the paper, so that ends do not stick up.

In addition to this N-C J-60, the company also produces J-30 for permanent fastening only and a line of larger models for office or industrial use.

New Standard Unit

Standard Laundry & Cleaning Machinery Co., Dallas, Texas, has announced its new Stan-O-Matic Synthetic, a fully automatic open-end-type dry-cleaning unit. This unit is also available for use with petroleum solvent.

The perchlorethylene unit has a dry weight capacity of 30 pounds, and the petroleum solvent unit has a 35-pound dry

weight capacity. The Stan-O-Matic is furnished with a Standard 2000 g.p.h. powder filter with backwash.

Time Savers Shirt Folder



Time Savers, Inc., has announced a new shirt folding machine, the "Wiz." The device is manually controlled, the operator simply guides the shirt through the cycle.

By actual count, the company states, this machine can

produce up to 90 shirts per hour the first day with an inexperienced operator. In a period of three to four weeks, again by actual count, 175 shirts per hour can be done by the same operator. The entire folding cycle is clocked at 15 seconds.

For further information on the Wiz, write to Time Savers, Inc., 83-89 Walnut St., Montclair, N. J.

Quick-Drying Floor Patch

A new product designed to repair concrete floors without loss of productive time has been announced by United Laboratories, Inc. The new product, known as Superset Tampatch, is applied to a cleaned and bonded surface and tamped firmly into place. The patch is said to become smooth with traffic and take heavy loads.

Superset Tampatch is ready to use without mixing, and will keep indefinitely in an airtight container. The bonding material is delivered separately and, like the Tampatch, is available in containers of various sizes.

Further information may be obtained by writing United Laboratories, Inc., 16801 Euclid Ave., Cleveland 12, Ohio.

New Synthetic Coating

A new corrosion-resistant synthetic coating for wood, masonry and metal surfaces has been announced by The Monroe Company, Inc. Known as Pozcote, the coating is claimed to

be impervious to water, acids, alkalis, alcohol, syrups, oils and grease, and unaffected by temperature changes.

For further information write to The Monroe Company, Inc., 10703 Quebec Ave., Cleveland 6, Ohio.

Holiday-Imprinted Shirt Pax Announced



Package Masters, Inc., has announced that its patented Shirt Pax and Shirt Bands will be available in special holiday colors and designs.

The Holiday Shirt Pax are imprinted in red and green with appropriate seasonal greetings. They are also imprinted with cut-outs in tune with the

holiday, making attractive tree ornaments. The Shirt Bands are imprinted with five different messages and packed in rotation so that every group of five shirts gets five greetings.

For further information and samples, write Package Masters, Inc., 2525 S. Wabash Ave., Chicago 16, Ill.

Sport Shirt Department

The new Sport Shirt Department recently introduced by the Prosperity Company, Inc., Syracuse, N. Y., is described in a three-color, eight-page booklet. The new department, set up to meet the problems created by the increasing popularity of sport shirts, provides specialized washing, extracting, conditioning and finishing equipment.

The booklet illustrates the complete department, also gives individual pictures with additional information on each machine, the floor plan, and pictures in sequence of lays for finishing sport shirts. The 12 lay pictures show the proper method of finishing a sport shirt, with instructions for operators.

Metal Hose Catalog

Publication of a 16-page, illustrated "quick reference" catalog, describing American flexible metal hose and tubing, has been announced by the manufacturer, The American Brass Company. These products are made in two basic types, seamless and strip wound. The catalog shows the wide range of available alloys and sizes, suggests applications and furnishes data on hose and fittings. Engi-

neering information is also included.

The catalog, CC-400, may be obtained without charge from The American Brass Company, American Metal Hose Branch, Waterbury 20, Conn.


Pump Bulletin

Ingersoll-Rand Company has announced a new bulletin covering general-purpose centrifugal pumps of the cradle-mounted type. The bulletin covers 5 basic cradle groups and 17 corresponding pump types, their capacities, horsepower ratings and uses. Also included are two pages covering pump dimensions and a table of performance under 60 cycle use, and two pages describing special-purpose units and design modifications.

This bulletin may be obtained from Ingersoll-Rand branch offices or by writing Ingersoll-Rand Company, Department C.P., 11 Broadway, New York 4, N. Y., requesting Form 7223.

Consumer-Aimed Booklet


A booklet intended for distribution by drycleaners to their customers has been brought out



SEND
GARMENTS
FOR DYEING
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Teichner, President
Continuously in Business since 1919



The Dyeing Name
of Undying Fame



When leaky steam connectors are a pressing problem

take a tip from the manufacturer

9 out of 10 install **PRESTITES** as original equipment!

When you *replace* connectors, replace with American Prestites®. There's an easily installed, leak-proof Prestite assembly for your machine. Flexible section is dependable one-piece corrugated bronze tubing.

MODERNIZE—For older machines with swing joints use American Flexible Steamtite® assemblies. They come in complete kits . . . are installed in a jiffy. Do away with a maze of leaky pipes and joints. Like Prestites they have no joints, no packing to work loose.

Ask your laundry supply house for American Prestite and Steamtite connectors for your laundry and pressing machines. The American Brass Company, American Metal Hose Branch, Waterbury 20, Connecticut. In Canada: The Canadian Fairbanks-Morse Co., Ltd. Reg. U. S. Pat. Off. ©1957



wherever connectors must move...

American

Flexible Metal Hose and Tubing

by Taylor Host, Inc., syndicated-advertising agency of Los Angeles, Cal. Called "Stop Wasting Money on Clothes," the booklet is written from the consumer's point of view, telling how to buy clothes, how to care for them, and what to do or not to do when a garment is stained.

Particularly useful is the section on buying, which warns consumers to read the labels and, if those lack sufficient information, to demand a proper guarantee of serviceability. A check list for danger points in fabrics and trimmings to watch in buying is also included. The concluding advice is on how to choose a good cleaner.

Bucklee Succeeds Van Arnam



WILLIAM J. BUCKLEE

Pellerin Milnor Election

The board of directors of the Pellerin Milnor Corporation, New Orleans, La., has reelected Willis A. Pellerin chairman of the board. Mr. Pellerin is also proprietor of the Pellerin Laundry Machinery Sales Co., president of the Norvin Realty and Investment Company, Inc., and a board member of the Unipress Co., Inc., of Minneapolis. He is active in many civic organizations in New Orleans and Louisiana.

The appointment of William J. Bucklee as general sales manager of the Johns-Manville Celite Division has been announced by Arthur Elsenbast, vice president of Johns-Manville Corporation and general manager of the Celite Division. Mr. Bucklee succeeds William D. Van Arnam.

Mr. Bucklee joined Johns-Manville as a sales representative when the firm acquired the Celite Products Corporation in

1928. He has since held positions of sales responsibility in the North Jersey, Philadelphia and Baltimore territories. In 1950 he was appointed Eastern District sales manager of the Johns-Manville Celite Division with headquarters in New York.

Born in England, Mr. Bucklee served with the Canadian Army during World War I, and was later graduated from Kansas State College with a B.S. degree in electrical engineering.

Truckers Like Red

Red is the favorite color of truckers, according to W. K. Perkins, manager of motor truck sales, International Harvester Company. Analysis of current buyer preferences, Mr. Perkins said, showed that 29.5 percent of the Internationals rolling off the company's motor truck production lines were painted the distinctive Harvester red.

Second in preference is the company's dark Adirondack green, with slightly over 25 percent of production. Other color favorites include Arizona blue, Black Canyon black, Chesapeake gray, Door County (light) green, Palomino cream, Apache yellow, Salt River sand and Valencia orange.

The use of bright colors is viewed as a highway safety factor.

Glover Appoints Waters



C. T. WATERS

The appointment of C. T. (Mickey) Waters as sales manager of the new Washer Division has been announced by Bill Glover, Inc., Kansas City, Mo. In this capacity Mr. Waters will travel throughout the United States and Canada to introduce the new Glover 25 lb. and 50 lb. open-end washers.

According to the announce-

ment. Mr. Waters is well qualified for this service by his many years of experience with the distributors and users of open-end washers. He was one of the first men to introduce "individual bundle washing" to the industry.

The separate Washer Division was set up, according to Bill Glover, Sr., to give specialized assistance in constructive selling to a steadily growing market.

Kraft Division Changes

The appointment of D. H. Kennedy as Western sales manager, International Paper Company, Southern Kraft Division, succeeding the late Raymond Bee, has been announced by R. C. Doane, vice president in charge of sales.

Mr. Kennedy joined International Paper Company at the Camden (Ark.) Mill in 1936. He transferred to the sales department in the Chicago office in 1938 and in 1948 was appointed assistant to the Western sales manager for the Southern Kraft Division.

Mr. Doane also announced the appointment of J. D. Dooley as assistant Western sales man-

ager for kraft linerboard sales, and N. P. Sparkman as assistant Western sales manager for kraft paper and bag sales.

"Doc" Berry Recovers

M. E. "Doc" Berry, who for 10 years has represented in Ohio the Berlon Manufacturing Co. of Marion, Ohio, has returned to work after a six-month illness that confined him to his home in Columbus. Mr. Berry has one of the longest records of service in Berlon's field sales organization.

Ross Opens Mobile Branch

The opening of a new office and warehouse at 51 Lipscomb St., Mobile, Ala., has been announced by F. H. Ross & Company, Charlotte, N. C. According to Harry E. Richardson, sales manager of the firm, the new branch has been opened to make possible better service and quicker distributions to dry-cleaners and laundries in the states of Florida, Alabama and Mississippi.

The Mobile office is managed by Reynold Counts, assisted by Bill Isbell and Joe Miller.

Sanitone Celebrates 20th Anniversary



Thirty-seven Sanitone sales engineers and district sales managers gathered in Cincinnati recently for their annual sales conference and, at the same time, Sanitone's twentieth anniversary in the drycleaning industry.

At a luncheon celebrating the anniversary A. W. Schubert, executive vice president of Emery Industries, outlined the highlights in the history of the Sanitone program.

The conference, under the leadership of G. W. Boyd, sales manager, and George Funk, his assistant, emphasized the all-important factor of customer satisfaction as the key point of any drycleaner's operation.

A new product, Sanitone 847, an improved filter powder said to have unusual odor-removing

qualities, was introduced at this meeting.

Continuing the "customer satisfaction" theme, L. E. Francis, advertising manager of Emery Industries, and E. W. McNeerney, his assistant, described Sanitone's new national advertising campaign and the advertising helps to be furnished to Sanitone licensees. Mr. Francis was presented with a bronze plaque commemorating his 20 years of direct association with the Sanitone Division of Emery.

The conference was closed on a note of high enthusiasm by a day-long sales rally featuring a presentation by Carlyle Emery, vice president of Ruthrauff and Ryan, the advertising agency which handles the Sanitone account.

One of the highlights was a talk by William White, director

"UNWASHABLES" *are mighty few* when you wet clean with **Orvus Extra Granules**

Sure, there are some garments that can't stand wet cleaning with any detergent. You're heading for trouble if you try cleaning them that way.

But there are surprisingly few garments which need wet cleaning that can't be cleaned thoroughly and safely with Orvus Extra Granules.

In the wheel or on the scrub table, Orvus Extra does an A-1 cleaning job. The "extra" in Orvus Extra stands for extra cleaning power . . . extra safety . . . to fabric and color. And you'll get the cleaning results you want in hard water or soft. Yes, even in acid or salt solutions.

If you haven't tried Orvus Extra, you're missing a bet. It's made-to-order for every wet cleaning job.



PROCTER & GAMBLE
CINCINNATI, OHIO

—the multi-purpose synthetic detergent.

I'll
stick
to
**ARMA
SAFETY
PINS...**



because they speed up our production and save us money. They're easy to handle yet the point is fully protected. That's because it's needle sharp and made out of high quality, rust-resistant wire. And the ARMA is larger than the standard #1 safety pin. It's one-piece design cuts down the cost per thousand. You'll stick to ARMA safety pins too, once you use them.

**ARMA
SAFETY PINS
Pittsburgh**

1112 GALVESTON AVENUE
PITTSBURGH 12, PA.

**TAG
COMPANY**

of education of the NICD, who gave a detailed description of the many services available to Institute members.

Changes at Food Machinery

At a meeting of the board of directors of Food Machinery and Chemical Corporation, New York, N. Y., Joseph B. Cary was elected chairman of the executive committee and will share with the president, Paul L. Davies, responsibility for overall corporate activities.

Ernest Hart, formerly a vice president and president of the firm's Niagara Chemical Division, was elected an executive vice president of the corporation and will be responsible for

supervising and coordinating the operations of all F.M.C. chemical divisions. These now include Buffalo Electro-Chemical Division, Buffalo, N. Y.; Niagara Chemical Division, Middleport, N. Y.; Ohio-Apex Division, Nitro, W. Va., and Westvaco Chemical Division, New York, N. Y.

Benjamin C. Carter, formerly vice president and controller of F.M.C., was elected an executive vice president and will be responsible for supervising and coordinating the mechanical divisions of F.M.C. J. C. Vernon, previously vice president and sales manager of the Niagara Chemical Division, succeeds Mr. Hart as president and manager of that division.

Pennsalt's Southeastern Representatives Meet



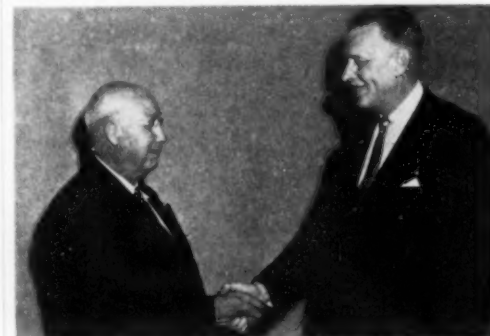
Southeastern field representatives of the Pennsylvania Salt Manufacturing Company's Laundry and Dry Cleaning Department met recently in Atlanta, Ga., for one of a series of regional sales meetings. The conference was devoted to ways of promoting more business for the plantowner by helping him determine his customers' needs, take advantage of merchandising ideas and make proper use of products to attain best results.

Shown at the meeting are,

left to right, standing: R. P. Morgan; W. A. Springs; H. A. Cross; R. H. Bell; C. A. Gordon; W. R. Fletcher; L. M. Avery. Sitting: O. E. Covington; H. F. Convery, technical service; J. S. Hall, sales manager; J. H. Morrison, Southeastern supervisor; O. A. Barron; E. J. Petit.

Through panel discussions, ideas were exchanged, latest methods of laundry and dry-cleaning were explained, and demonstrations were given on recently introduced Pennsalt products.

Seibert's Quarter Century at Davies-Young



Twenty-five years of service with the Davies-Young Soap Company, Dayton, Ohio, were recently completed by George E. Seibert, who is shown in the photograph above (left) receiving a service pin from Russell Young, president of the

company. The pin was presented during ceremonies at the Davies-Young plant in Dayton.

Mr. Seibert, who began working for Davies-Young in 1927, services about 2,000 dealers in Florida, Alabama, Mississippi, eastern Louisiana and western Tennessee.

Marclene Distributors

Three new distributors to handle the One-Two System of Marclene Chemical Products Corp., Buffalo, N. Y., have been announced by William Fischer, sales manager.

Merchants Chemical Co., Inc., 2933 String Grove, Cincinnati, Ohio, will cover southwest Ohio, Kentucky and southeast Indiana. M & L Supply Co., 595 S. Main Street, Akron, Ohio, will represent Marclene in eastern Ohio. H. M. Baddeley, Inc., Penn Ave., Pittsburgh, Pa., will handle the One-Two System throughout western Pennsylvania and northern West Virginia.

Street's "Mileage Champ"



J. IRWIN MOORE

According to H. R. Street & Co. Inc., of Chicago, J. Irwin ("Irv") Moore is the undisputed "mileage champion" among the company's 35 field technicians. With headquarters in Denver, Colorado, he serves the "Rocky Mountain Empire." This is Street's largest territory geographically, taking in Colorado, New Mexico, Utah and Wyoming, and parts of western Texas, western Oklahoma, western Kansas, western Nebraska, western South Dakota, southeastern Idaho and eastern Nevada.

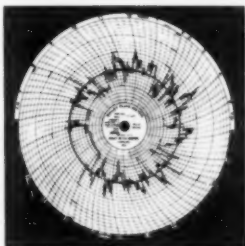
Since starting with Street's on September 16, 1949, Mr. Moore has driven more than 150,000 miles, an average of better than 50,000 miles per year.

A native of Ohio, "Irv" gained his first drycleaning experience in the Youngstown-

Cleveland area. He served as a lieutenant in the Coast Guard during World War II, with 18 months on active duty in the South Pacific. He is a graduate of the NICD, and before joining Street's served as superintendent of one of Detroit's largest drycleaning plants.

Since joining Street's organization, Mr. Moore has developed into a popular convention speaker. His most recent appearance was at the New Mexico state convention in Albuquerque.

Boiler Pressure Record



The record of steam pressure vs. steam flow reproduced above was made at a Southern textile mill. According to Orr & Sembover, Inc., it shows what happens at the boiler when the direct-condensing dyehouse vats are thrown on the line.

This steam load on two 300 hp. Orr & Sembover Powermaster packaged automatic boilers burning natural gas is typical of many industries, the manufacturer states, such as the intermittent introduction of live steam at laundry wash-wheels, a type of load even more unfavorable than normal batch operations.

These two 300 hp. gas-fired Powermasters are recorded as delivering 3,000 lb./hr. (less than 20 percent of total rating) to over 18,500 lb./hr. of steam while maintaining constant steam pressure within a 2 p.s.i. variation in the 100 p.s.i. range. The maximum load change was recorded during the 10 minutes from 3:30 to 3:40 P.M. when the load increased from 6,500 lb./hr. to nearly 19,000 lb./hr. At that time there was a momentary pressure drop, immediately recovered, down to 98 p.s.i. The pressure curve regularly shows pressure maintained between 98 p.s.i. and 100 p.s.i.

New P & G Research Center

The new Miami Valley Laboratories of Procter & Gamble of Cincinnati, Ohio, located near Venice, Ohio, were dedicated

SOLKA-FLOC®

**A Special Cellulose Product
for Use as**

FILTER POWDER

for DRY CLEANING SOLVENTS

**Available for Prompt
Shipment**

SOLKA-FLOC is

SAFE

Will not harm clothes or equipment

EFFICIENT

Clarifies solvent without removing soap

ECONOMICAL

Lowers consumption of filter powder

DEPENDABLE

Used successfully for twenty years as a filter aid

BROWN COMPANY, Berlin, New Hampshire
CORPORATION, La Tuque, Quebec

Sales Office: 150 Causeway Street, Boston 14, Mass.

Branches: Portland, Me., New York, Chicago, San Francisco

In Canada: Brown Corporation, Montreal

FREE—

Further information and
directions for use—

**MAIL COUPON
TODAY**

BROWN COMPANY—Dept. RF-11

150 Causeway Street

Boston 14, Massachusetts

Kindly send me information on Solka-Floc.

Name _____

Firm _____

Address _____

Dry Cleaners All Over The Country — Say

"Call Montpelier First"

They can help you choose the right kind of
delivery body—designed for **YOUR** needs

MONTPELIER DELIVERY VEHICLES DESIGNED FOR THE DRY CLEANER Montpelier Offers **YOU**

● MORE DRIVER COMFORT

Curb height step. Comfortable seating.
Better driver relation.

● GREATER EFFICIENCY

More head room. Easier handling.

● MORE FLEXIBILITY

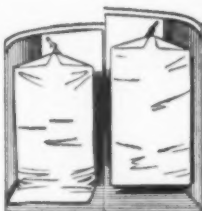
Adaptable to any type of loading.

● MORE PAY LOAD

Carries more. Earns more.

● MORE ECONOMY

GIVES YOU EXTRA HEIGHT
FOR THOSE LONGER GAR-
MENTS TO IMPROVE YOUR
CUSTOMER'S SATISFACTION.



MONTPELIER SIDE-
AISLE Models avail-
able in 4 sizes on
chassis of 1/2 ton and
larger.

MONTPELIER URBAN
MODELS available
in 3 sizes



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Montpelier

MANUFACTURING CO.

MONTPELIER, OHIO

Engineered for Economy

SPECIALIZED DELIVERY VEHICLES

on September 10 and 11. De-
voted to long-term research on
the problems of soaps, syn-
thetic detergents, shortening and
drug products, the new research
laboratory will use radioactive
tracers, an electron microscope
and tremendous pressures to de-
velop new products and improve
existing ones.

Speaking at the dedication
ceremonies Neil McElroy, presi-
dent of Procter & Gamble,
stressed the value of research
to the public and to industry,
and its importance in advancing
the standard of living under a
competitive system.

property adjoining a main rail-
road line and will have switch-
track facilities. The plant will
be cur height for easy loading
and unloading of freight.

The new plant will be mod-
ern in design with arrangements
to facilitate volume production.
A large air-conditioned office
will provide a complete view
of the entire plant. According
to Mr. Pellerin, the additional
area provided for plant opera-
tions also contemplates new
future expansions. He also stated
that additional new and high
production tooling will be in-
stalled in the new plant.

Dixie Birmingham Branch



TOM BUTLER

The Dixie Laundry Ma-
chinery Company, Montgomery,
Ala., has announced the open-
ing of a branch office at 112 S.
20th St., Birmingham, Ala. The
office, which will be in charge
of Tom Butler, will carry a
complete stock of parts for serv-
icing Prosperity equipment, for
which the firm was recently ap-
pointed supplier, and for other
lines of equipment.

According to E. C. Coreale,
Dixie's sales manager, the open-
ing was necessitated by an in-
crease in business in the Bir-
mingham area and northern Ala-
bama. The company services
Alabama, southwest Georgia,
northwest Florida and south-
east Mississippi.

Diamond Appointments

Managerial appointments at
two important branch sales of-
fices of Diamond Alkali Com-
pany of Cleveland, Ohio, have
been announced by W. H. Mc-
Connell, director of sales.

Earl J. Mills will become
manager of the Chicago branch
sales office, succeeding the late
Charles W. Klaus, and John W.
Kennedy will be manager of
the Southwest district sales of-
fice, which has its headquarters
at Houston, Texas.

The Chicago office super-
vises Diamond sales activities in
Illinois, Indiana, Iowa, Michi-
gan, Minnesota, Wisconsin, Ne-
braska and the Dakotas. The
Southwest district embraces
Texas, Oklahoma and Kansas.

Filtrol Research Director



DR. F. J. EWING

Pellerin Milnor Expands

Willis A. Pellerin, chairman
of the board of the Pellerin
Milnor Corporation, New Or-
leans, La., has announced that
several acres of ground have
been acquired by the company
for the purpose of expanding
the manufacture of Milnor
Stainless Steel Open-End Lau-
ndry Washers and Milnor Ex-
tractors.

The site is located in the in-
dustrial area of New Orleans on

Wright W. Gary, president
of the Filtrol Corporation, Los
Angeles, Cal., has announced
the appointment of Dr. F. J.
Ewing as director of its recently
expanded research department.
He will replace Robert B. Secor,
who has been promoted to ad-
ministrative assistant to Gustave
E. Kiddle, manager of manufact-
uring and technical depart-
ments.

Dr. Ewing received his un-

dergraduate and graduate training at the California Institute of Technology, and has been active in the research field for the past 22 years. In his new position he will direct research activities relative to Filtrol Corporation's catalysts, adsorbents and desiccants.

Sec Names Representatives



ED TASHJIAN



PAUL GILBERT

Two new sales appointments have been announced by Jack Porter, Western sales manager of Sec-o-matic Corporation, Bloomfield, N. J.

Representing Sec in the San Joaquin Valley will be Ed Tashjian with headquarters at 319-21 E. Yosemite, Madera, Cal. At this location he will have on display a working model of Sec's model AHR synthetic drycleaning unit.

Assisting Mr. Porter in the Los Angeles area will be Paul Gilbert, who will make his headquarters at 553 Muskingum Place, Pacific Palisades, Cal. Mr. Porter maintains his headquarters at 4551 Alveo Road, La Canada, Cal.

New Water Repellent

A new water repellent called Shield has been introduced by

the Surface Protection Company. According to the company, the product can be used on all types of fabrics and garments, and is especially recommended for rugs, tablecloths, drapes, shower curtains, and other items exposed to water and moisture.

Shield can be applied by brush, dip or spray, and is available in half pints to 55-gallon drums, or in 12-ounce aerosol bombs. Fabrics treated with Shields may be pressed or dry-cleaned, the company states, and will retain their water repellency through four to five launderings.

Complete information and test samples may be obtained by writing to the Surface Protection Company, 16799 Euclid Ave., Cleveland 12, Ohio.

Efficiency Survey Kit

The availability has been announced of a new survey kit containing forms and directions for a critical business analysis covering danger points and profit opportunities. According to the announcement, the kit was designed and prepared on the basis of survey and management engineering experience with over 300 companies of all types and sizes.

Further information may be obtained by writing to Joseph A. Alexander, Management Engineer, Dept. F 174, 20945 Broadway, New York 23, N. Y.

Button Promotes Offer



The red-lettered button pictured above is being worn by jobbing distributors for the Davies-Young Soap Company of Dayton, Ohio. The answer to the question posed by the button is the company's offer to drycleaners of a purchase agreement that entitles them to an additional unit of any Buckeye cleaning product with the purchase of 10 similar units.

John Young, sales manager, states there is no time limit to the purchase of the 10 units. With the delivery of the tenth unit of any of the Buckeye products, the purchaser receives the eleventh unit at no additional cost. To participate in the

LANE

BASKETS
are **MATERIALLY**
BETTER



Here's Why:

- Over-size costers for easy running of any load
- Full capacity bodies
- Hardwood bottoms—dual-riveted—stronger than steel
- Heavy duck sleeves for holding body to frames
- Rounded bottom rivets for smooth surfaces
- Self-embedded rivets in duck prevent sharp cutting edges

Heavy-duck sleeves for holding body to frames is a feature you'll always find in every Lane basket. Lane deeply embeds short stitches into these heavy weight canvas sleeves and the body to give you maximum wearing strength where it is needed most.

And Lane goes one step further, all sleeve edges are turned under to prevent any possible unraveling.

Investigate Lane baskets, hampers and trucks today and see for yourself why Lane is the standard of quality.

Clip the coupon below

Lane



W. T. LANE & BROS., INC. Poughkeepsie, New York

Please send me further information on Lane baskets, hampers and trucks.

Name

Company

Address

Town Zone State

My distributor is 8497

BATH DIGESTING IS
SAFER — SURER — EASIER

with

TAKAMINE

Rite-Temp

PAT. APP.

DIGESTER TANK

RADIANT HEATED



THE ONLY DIGESTING TANK
with a LOW-WATT
HEATING ELEMENT!

- KEEPS TEMPERATURE
RIGHT FOR DIGESTING
- CANNOT OVERHEAT AND
DAMAGE GARMENTS

*Controls Temperature
without Thermostats!*

TAKAMINE LABORATORY, INC.
CLIFTON, N. J.

offer, drycleaners must buy Buckeye products in any size containers from drums to and including cases of gallons.

Pennsalt Scholarship Award

The 1952 college scholarship provided by George B. Beitzel, president of Pennsylvania Salt Manufacturing Co., has been awarded to Philip H. Fisher, son of Harry S. Fisher, a chemical engineer at the company's Tacoma plant. Mr. Beitzel makes one such award each year to a son or daughter of a Pennsalt employee who is selected by an independent board of educators.

The scholarship provides \$300 a year for four years of study toward a bachelor's degree at an accredited college or university. This year's recipient has applied for admission to the University of Washington where he intends to study electrical and radio engineering.

Hosken Damon, Bowser president and board chairman.

Mr. Holt, a native of Chicago, is a 1924 business administration graduate of Syracuse University. During the war he was with the Army Ordnance Department, and served as commanding officer of five different ordnance plants. He was in the field of investment banking until his recent appointment.

New Eclipse Company



GORDON E. BOUVIER

A new company, Eclipse Fuel Engineering Co. of Canada, Ltd., has been formed to handle sales and service on Eclipse products in Canada, according to executives of the parent company, Eclipse Fuel Engineering Co. of Rockford, Ill.

The company's entire line will be represented and serviced by the Canadian organization. Numerous standard combustion and gas distribution products and components will be locally stocked.

New offices for the company have been established at 705 Bloor St., W., Toronto, Ont. The office will be managed by Gordon E. Bouvier.

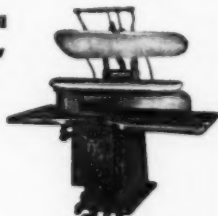


ROBERT L. HOLT

The appointment of Robert L. Holt as vice president of Bowser, Inc., Fort Wayne, Ind., has been announced by R.

NOW
"The CONVAIR"

Converts your old,
slow-moving
Foot-Press into
a fast, efficient
Air-Operated Press
for only \$300.



Write for Details NOW!

NEW YORK PRESSING MACHINERY CORP.
880 BROADWAY NEW YORK - 3

PEOPLE AND PLACES



NORTH CENTRAL

American Cleaners, 217 W. Main St., Urbana, Ill., has been sold by Morris Gordon to James C. Easterbrook. Mr. Gordon will continue to operate Gordon's Laundry and Cleaners on Goodwin Ave.

Superior Cleaners has been opened by Leland C. Smith and Clifford Dawson in a new plant at Houston, Mo. The plant will be managed by Don Wohlwend.

New equipment was recently installed by owner Abe Krausbek at Krausbek Cleaners, 10 S. 18th St., Terre Haute, Ind.

The new plant of Superior Cleaners has been opened at 14031 W. Eight Mile Rd., Detroit, Mich.

W. E. Sullivan recently held the formal opening of Able-Model Cleaners and Furriers, which he recently purchased, in its remodeled premises at 203 W. Walnut St., Carbondale, Ill.

Paul Catt has purchased a cleaning plant in Oakland City, Ind.

A drycleaning plant has been opened by Mr. and Mrs. Vernon Kobler at 1404 N. Garfield St., Marion, Ill.

Jerome Cagner is constructing a new plant for his Oklee (Minn.) Cleaners.

Economy Dry Cleaners, 407 W. Union St., Athens, Ohio, has been opened under the management of James Aldridge.

Your Best Boiler Buy is a

KISCO

CABINET BOILER

Designed Exclusively for
OIL OR GAS FIRING

A compact, fully insulated, automatic boiler featuring Kisco's "3-Way Heat Travel," an important economy feature, which absorbs practically all possible heat units from the fuel. The large, submerged, horizontal fire tubes assure a low up-keep cost and long life. Write for catalog for complete information.

KISCO BOILER & ENGINEERING CO.

2414 DEKALB ST., ST. LOUIS 4, MO.

PLANNING A STORAGE VAULT? SAVE MONEY Let Carman supply your pipe rack fittings at Sacrifice Prices!

These sturdy pipe rack fittings will give you trouble-free service year in and year out... and by ordering NOW you can equip your vault with brand new parts and accessories at only a fraction of the current market prices.



Double Pipe Rack Brackets

For 1½" pipe uprights and 1¼" cross members. *Reduced price, each, \$1.25*

Floor and ceiling flanges

Expansion sets for securing vertical pipe supports firmly in place. *Reduced price, set (2) . . . \$2.50*



Single Pipe Rack Brackets

For 1½" pipe uprights and 1¼" pipe cross members. *Reduced price, each, 75c*

AND WHILE THEY LAST!



Rubber End Cups

Protective covers for exposed horizontal pipe-ends. *Reduced price, each, 16c*

Mills Water-cooled Freon Condenser Units AT DEALER COST

Compare these prices with NEW condensers

2 H.P. Mills Condensers, with motor and starter, **\$295.00**
10 H.P. Mills Condensers, with motor and starter, **\$695.00**

USE HANDY COUPON . . . ORDER THESE BARGAINS NOW!

CARMAN & CO., Inc.
70 Summit St., Brooklyn 31, N. Y.

Please send me the following items F.O.B. Brooklyn, New York:

—Double Rack Brackets, \$1.25 —Single Rack Brackets . . . 75c
—Floor & Ceiling Flanges, \$2.50 —Rubber End Cups . . . 16c
—2 H.P. Mills Condensers, \$295 —10 H.P. Mills Condensers, \$695

NAME _____ BY _____

STREET _____

CITY _____ STATE _____

☐ My check enclosed ☐ Send C. O. D. ☐ Invoice my account

SCRUB-O-MATIC

garment
scrubber



Eliminates the toughest job in the plant. Just dip garment in solution and pass through brushes. Better than hand scrubbing. Does up to 80 garments per hour. White porcelain tank. Write for catalog and prices.

Hopkins

EQUIPMENT COMPANY
HATFIELD, PA.

your best buy—longer wearing



DANDUX TRUCKS & BASKETS

finer grade spring steel frames
best kiln-dried hardwood runners
reinforced with wear-resistant chrome leather
electro-galvanized strip steel bottoms
various types of wheels & combinations

EXTRACTOR COVERS

specify **DANDUX** from
YOUR DEALER

C. R. DANIELS, INC.
Daniels, Md.

75 West Street, New York 6, N. Y.

ARROW

HAND STAPLERS for TAGGING

P-98
Light
Duty



- Compact, portable—weighs only 7 oz.
- All steel construction—chrome finish
- Loads 100 S-98 staples

P-22
Heavy
Duty



- Throat reach 2 1/2"
- All steel construction—chrome finish
- Some machine loads 150 staples—sizes 1/4" and 5/16" leg lengths

Buy from your supplier
Write for jobber set-up

ARROW FASTENER CO., INC.
ONE JUNIOR STREET, BROOKLYN 15, N. Y.

Maxfield's Cleaners has been opened by James O. Maxfield at 36 W. School St., Bonne Terre, Mo.

Calhoun Cleaners, Hardin, Ill., has been closed by Richard Gorman because his health required a change of climate.

Chandler Cleaners, St. Marys, Ohio, has been sold by Mr. and Mrs. Gene Chandler to Miller's Launderers & Dry Cleaners of Wapakoneta.

William Tell Cleaners, Tell City, Ind., has been sold by Wilfrid Rossman to Norman Lauer.

Twin City Cleaners has been opened at 1304 W. Fourth St., Sterling, Ill.

Maurice Draper has purchased the interest of his partner, Cornell Welz, and is now sole owner of Trenton (Ill.) Cleaners.

A new front has been built for Rohovit Cleaners, Jefferson, Iowa.

Minonk (Ill.) Cleaners has redecorated and added some new equipment.

Vanity Cleaners, 116 W. Washington St., Alexandria, Ind., has been sold by Maurice Johnson and Gene Counts to Mr. and Mrs. Max Farmer.

ABC Dry Cleaners has been opened at Mason, Ohio, by Freddie Thabet.

A fire of undetermined origin destroyed the boiler room of Oliver Whitmore Cleaners, 301 Eastdale Ave., Springfield, Ill. The main plant and clothing were undamaged.

Superior Cleaners has been moved by Robert Allen to a newly built plant on Madison St., Warrensburg, Mo.

Reed's Dry Cleaners has been opened at 5240 N. Keystone Ave., Indianapolis, Ind.

Superior Cleaners, Knoxville, Ill., has been sold by Francis Vincent to Mr. and Mrs. John Hulick.

Mr. and Mrs. Harold E. Nissen have opened Nissen's Cleaners, 205 N. Main St., Maquoketa, Iowa.

Orion (Ill.) Cleaners has been opened by Dan Van DeSompel and Bob Carpenter.

Ozark Cleaners, Seymour, Mo., has been closed by Ben Criswell.

Mrs. Helen Martin has announced plans to expand and remodel the plant of Elk Cleaners at 108 S. Emma St., West Frankfort, Ill.

Mr. and Mrs. Russell Barrick have opened the new Central Dry Cleaners in the premises formerly occupied by another plant of the same name at 259 E. Jackson St., Martinsville, Ind. New equipment has been installed.

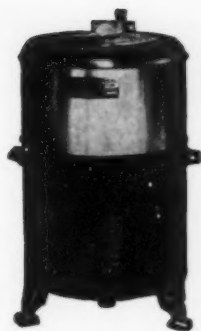
Scheibel's Cleaners, formerly Service Cleaners, Lebanon, Ill., is now operated by Mr. and Mrs. Lester Scheibel.

Victory Cleaning Shop, 525 Morgan St., Booneville, Mo., has been opened by Mr. and Mrs. Earl Ray.

Mr. and Mrs. Ray Wilson have taken over operation of the drycleaning establishment at Union Grove, Wis.

Robert Cudd, owner of Cudd's Cleaner of Monmouth, Ill., has opened Cudd's Cleaner of Roseville, under the management of James Cully.

Stanford Saper has installed drycleaning equipment in his



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.

Made in 15", 17" and 20" sizes.

Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO

business at 59th and Main Sts.,
Kansas City, Mo.

Fame Dry Cleaners has taken
space in the new Essex House
apartment building at Penn-
sylvania and Vermont Sts., In-
dianapolis, Ind.

Monroe Fine Cleaners, Marion,
Ill., has moved to new premises
at 405 W. Main.

Reynard Osborne, owner of
Modern Cleaners, Portsmouth,
Ohio, and Clay H. Bradford,
an associate, have opened
Lucasville (Ohio) Dry Cleaners
on E. Scioto St.

A branch of Eric Cleaners has
been opened by Charles Eng-
strom at 112 E. Railroad St.,
Prophetstown, Ill., under the
management of Mrs. Christine
Knowles.



Palace Cleaners, 25-year-old
business owned by Ruth Davis
and Spencer Stocker, has moved
to a new plant at 2104 N. 10th
St., McAllen, Tex. New equip-
ment has been added.

Dutcher Brothers, Woodland,
Cal., has been sold by Walter
Cogle to Mr. and Mrs. Howard
C. Norton.

New equipment has been in-
stalled at the Louisburg (Kans.)
Cleaning Shop.

Mr. and Mrs. T. E. Johnson,
owners of La Cadena Cleaners,
Arlington, Cal., have purchased
Rite-Way Cleaners, formerly
owned by Olen C. Wright and
Alta A. Ross.

Mr. and Mrs. Odis Burleson
have added new equipment at
City Cleaners, Buffalo, Tex.

Town and Country Cleaners has
been opened by K. J. Poledouris
in the Garden Square Shopping
Center, Santa Ana, Cal., as a
branch of his plant at 11031
Garden Grove Blvd.

Carl Shelton has moved Carl's
Cleaners, Blair, Okla., to larger
quarters.

Mayfair Cleaners, Glendora,
Cal., has been sold by Mr. and
Mrs. Miller to Mr. and Mrs.
F. J. Earle.

Sparkle Cleaners has been open-
ed by Larry Jackson at 814
Fremont, Las Vegas, Nev.

Charles S. Bell, owner of Bell
Cleaning & Laundry, 4815
Columbia, Dallas, Tex., has pur-
chased Lakeside Cleaning &
Laundry at 1454 N. Zang, Oak
Cliff.

Bill Young has moved Sawtelle
Cleaners to new and larger
quarters at 1638 Sawtelle Blvd.,
Westwood, Cal.

Pendlay Cleaners, Sublette,
Kans., has been sold by Mrs.
Eva Pendlay Curd to W. W.
Rumley, who will operate under
the name of Modern Art Clean-
ers & Tailors.

Moorpark (Cal.) Cleaners has
been sold by Mrs. A. M. Withers
to her brother, James A. Trick-
ey, operator of Brown Cleaners,
Los Angeles.

E. W. Stephens has purchased
Regal Cleaners, 430 25th St.,

now's the time to "TAKE STOCK"



IN THE DAYS AHEAD EQUIPMENT
WILL HAVE TO WORK HARDER AND
LAST LONGER. Pumps are no exception.
That's why now is a good time to
"take stock" of every pump in your
plant. Ask yourself . . .

"... Are my pumps as efficient as
they should be?"

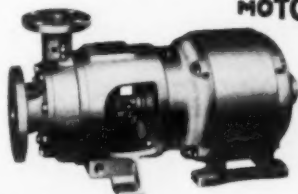
"... Are they rugged enough to stay
on the job over long periods of
steady operation?"

Ask yourself these questions . . . and
you'll sell yourself on Ingersoll-Rand
Motorpumps. Hp for hp—there's not a
more reliable, more efficient, centrifugal
pump available anywhere.

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ART-9

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MOTOR PUMP



Available in sizes from 1/4 to 50 hp—a type for any set of conditions

Stauffer
CHEMICALS
SINCE 1885

**CARBON
TETRACHLORIDE**
99.99% Pure

Also
ZOL

Specialty Carbon Tetrachloride
Base Drycleaning Mixture

STAUFFER CHEMICAL COMPANY
420 Lexington Avenue... New York 17, N. Y.
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636 California Street... San Francisco 8, Calif.
326 So. Main St. Akron 8, Ohio

Apopka, Fla. • No. Portland, Ore.
Houston, Tex. • Westaco, Tex.

White
**LABOR-
SAVING
DEVICES**



CLOTHES CART
Handles 350 lbs. Adjustable to 3 levels. Heavy gauge 1" steel tubing. Length 42". Width 20".
\$32.50



CLOTHES RACK
Heavy gauge steel. Double bar on bottom. 3" ball bearing swivel casters. Ht. 67". Len. 42".
\$27.50



WET CLEANING TABLE
Heavy gauge stainless steel top sloped for drainage. Rounded corners. Height 26". Length 65".
\$69.50



WASH TUB SET
Water tight. Heavy gauge stainless steel. All smooth surfaces. Height 33". Length 45".
\$89.00

CONTIN-U-RAIL
Overhead Rail Systems
For Complete and Partial Systems

- We provide the inexpensive patented fittings.
- You provide 3/4" or 1" pipe.
- You install-it-yourself. No machining.

Cut Out This Ad and Mail Today—

☐ Please ship merchandise checked above.

☐ Please send complete information on merchandise checked above.

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White
MACHINE COMPANY
104 Livingston Street
Newark 3, N. J.

THERMOTEX

The Miracle Cover Cloth. Outwears—Outlasts—Outfinishes All Other Press Cover Cloth. Proved Best On Thousands Of Laundry & Dry Cleaning Presses, Outlasting Next Best Cover Cloth.

2 to 1

Order from
H. KOHNSTAMM & CO., INC.
83-93 Park Place, New York 7, N. Y.
11-13 E. Illinois St., Chicago 11, Ill.

Ogden, Utah, and has installed new equipment.

bonne Ave., Lomita, Cal., under the management of Mrs. Mary Lovell.

Roscoe (Tex.) Cleaners has been taken over by Mr. and Mrs. C. E. Warren.

The 19th Glo Cleaning System plant in Dallas, Tex., has been opened at 3056 Mockingbird Lane in the Park Cities Shopping Village. It is operated by James B. Barr.

Alpha Beta Cleaners, 5949 N. Temple City Blvd., Temple City, Cal., has been sold by W. H. Regelin to Mr. and Mrs. L. D. Courtney.

A complete remodeling and re-decorating job has been completed at Durley Cleaners, State St., Lehi, Utah, owner F. Haws Durley has announced.

Bob McCutcheon has announced plans to open a drycleaning establishment at 1308 Wyoming, Boulder City, Nev.

Mrs. Cecil Hughes has bought Ray's Cleaners, Montebello and Whittier Bldgs., Montebello, Cal., and has renamed the business Nadine's Cleaners. She had been associated with the former owners, Mr. and Mrs. Ray Purdy.

R. F. Bottenfield has purchased a drycleaning establishment in Idaho Springs, Colo.

The Thrift-D-Lux chain has opened a branch at 25000 Nar-



Benjamin Avery has opened a cleaning plant at 11 W. Central St., Natick, Mass.

struction on S. Main St., Bangor, Me.

Business names recently registered at Pittsburgh, Pa., include: Fairfax Cleaners, 2509 S. 18th St., Extension, owner Frank Cohen; Anthony's Cleaners and Tailors, 1787 N. Highland Rd., Anthony Palmieri; Ideal Cleaners, 609 N. Neville St., Irving Abrams; Galardi's 1 Hour Cleaning, 142 Sixth St., Vincent J. Galardi.

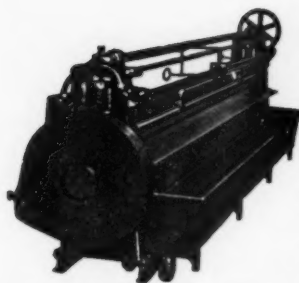
Mr. and Mrs. Robert L. Scott have purchased the drycleaning establishment on Circuit Ave., Oak Bluffs, Mass., formerly owned by Lieut. Col. William E. Gibbons, who closed the business when he reentered the Army. The firm will be known as Island Cleaners.

Harry J. Bogart celebrated the tenth anniversary of Embassy Cleaners, Palmer Ave., Larchmont, N. Y., by adding new equipment.

Vernon Cleaners has opened a cleaning store in a new shopping center at 1447 Vernon Rd., Philadelphia, Pa.

Joseph Waken has received a permit for cleaning plant con-

Speedy Cleaners, Inc., 190 Court St., Pittsford, N. Y., has opened its eighth store, at 2150 Monroe Ave. Officers of the firm are B. A. Speedy, president;



The Bertsch Rug Wringer

Before enlarging your plant to handle that increased volume, investigate the BERTSCH Wringer. It will more than double the volume of your present plant and will cost less than a new scrub floor or a new dry room.

BERTSCH & CO.

CAMBRIDGE CITY
• INDIANA •

Charles Speedy, vice president; Lillian Speedy, treasurer, and Daniel Speedy, secretary.

Nu Way Cleaners, Inc., 51 Hampshire St., Lewiston, Me., has been purchased by Harry S. Badger, operator of Beal's Laundry, from George C. Wilson.

Carlo F. Conte has filed a certificate to operate as Nu-Look Cleaners & Dyers at 302 Union Blvd., Totowa, N. J.

Superior Dry Cleaners, 28 N. Ninth St., Lebanon, Pa., has been purchased by Catherine Reich, who had managed the business since the death of the late owner, Walter J. Baskins.

Thomas and Van became the new name of Thomas Cleaning Company, 345 Foote Ave., Jamestown, N. Y., upon the entrance of Johnny Van into the business.

Air Base Cleaners and Launderers, Inc., Sampson Air Base, N. Y., was destroyed by a fire attributed to a defective boiler. The loss was estimated at \$30,000 by the owners, Arthur Cohen, Milton Jackson, Saul Dinaburg and Sol Gerber.

Nanty-Glo (Pa.) Cleaners has been opened on McCoy St. by Pat Tuscano.

Sparkle Cleaners, Quincy, Mass., owned by Sidney Turin, has opened a new plant at 308 Waltham St., Newtonville.

Bonded Systems, Inc., drycleaning chain, has leased a store in a new building on Queens Blvd., between 66th Rd. and 67th Ave., Forest Hills, N. Y.

A certificate to operate as Valley Cleaners, 51 Valley Rd., Clifton, N. J., has been issued to Oscar DeMarco and Louise McKeever.



Howard Dry Cleaners, a chain organization, has leased a store at 1205 Ninth St. S., St. Petersburg, Fla.

Hindman (Ky.) Cleaners has moved to a new building with modern equipment, owner Pivet Conley has announced.

Mace Dry Cleaners has moved to its new building at 309 W. Graham St., Shelby, N. C.

Quality Cleaners, Nashville Highway, Lewisburg, Tenn., has been sold by Wallace Whitaker and Leroy Toseland

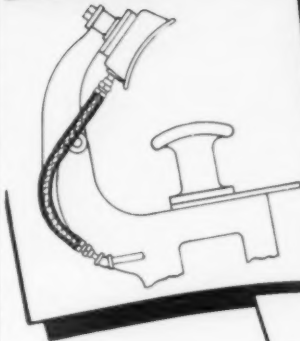
to Joe F. Hobby, who has renamed the plant Sunshine Cleaners. Messrs. Whitaker and Toseland have purchased the interest of Ed Grigger in Superior Cleaners, Second Ave. N., which they will operate in partnership with Cole Hamlin.

A fire of undetermined origin destroyed three buildings in Pickens, Miss., including Pickens Dry Cleaners.

Model Cleaners, Milton, Fla., has been sold by J. S. Lee to Ben Hall and Major Hubert McGowan.

PRESSING MACHINE

Hose



PROMPT
DELIVERY

•
ALL
TYPES
AND
SIZES

Seamless Bronze Hose Assemblies for all makes of presses.
Write for literature or see your Local Jobber.

PACKLESS METAL PRODUCTS Corp.

31-2 Winthrop Avenue New Rochelle, New York

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The Anderson EASY-LOCK Drapery Protector

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How It Works—

Top is pulled up and with a simple twist locks open. Drapery hooks are slipped into holes without scratching fingers or damaging drapery material. After hooks are inserted—a twist of the top and the heavy duty spring pulls cover down tightly.

Shown open and closed

Hooks locked in—ready for cleaning

Takes up to 12 hooks, and when ready for the cleaning process each hook held tightly in place—material cannot be damaged. After cleaning, pull top up—twist and it locks open and hooks come out easily. Money back guarantee—order a dozen today.

NOW IN USE BY MANY LEADING DRY CLEANERS

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\$105.00 a gross



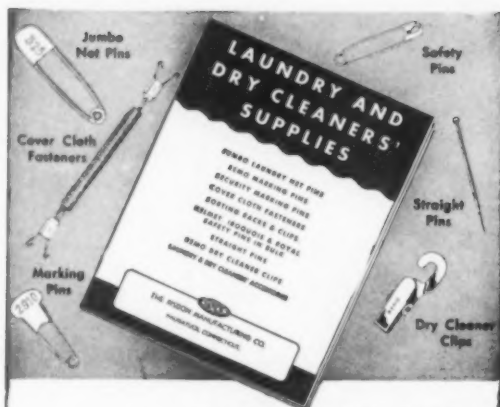
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Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$9.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

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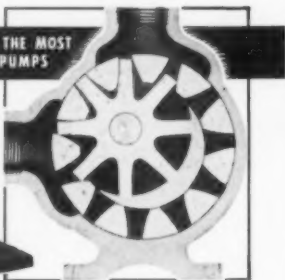


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COMPANY, INC. • HEXAGON DIVISION
1225 31 NORTH 10TH STREET PHILA 21 PA.

Quality Cleaners, Commercial Ave., Fulton, Ky., formerly operated by Charles Looney, has reopened under the management of Paul Howard.

Midwood (N. C.) Dry Cleaners has been purchased by Jesse W. Garrett, Jr., and Mrs. Margaret G. Loflin.

Taylor Dry Cleaners, W. Walnut St., Dyer, Tenn., has been bought by Howard Baker and Lloyd Baird. It will be known as Baker & Baird Dry Cleaners.

Merritt Island (Fla.) Cleaners and Laundry has been opened by Vince Barber and Bob Catron.

Hugh Taylor and Kenneth Adams have taken over Unique Cleaners and Laundry, 401 Cypress St., West Monroe, La. The business was formerly operated by Charles Chisholm.

Some new equipment has been added at Rochelle Cleaners, Elizabeth City, N. C.

Lisle Cleaners has been established at Eustis, Fla., by Tom Lisle.

DeLuxe Cleaners is the new name of M. D. Cleaners, S. Church St., Hendersonville, N. C., which Harry W. Drake has purchased from Max Coleman.



**NORTH
WEST**

Mr. and Mrs. Leland Hoschouer have opened the new location of Nu-Way Cleaners at 116 W. Second St., Ainsworth, Neb. New equipment has been added to the larger quarters.

Modern Dry Cleaners, Ritzville, Wash., has been sold by John Muir and Hermie Ohland to Fred F. Schwisow.

Tony Bean and Walter Koch, owners of Wardrobe Cleaners, Oregon City, Ore., have purchased the equipment and premises of Hillcrest Cleaners at 501 Seventh St. The firm will be named Hillcrest-Wardrobe Cleaners, and will incorporate both plants at the Wardrobe premises.

Your Cleaners, Chadron, Neb., has been sold by Ed V. Yanders to James V. Summers.

Mr. and Mrs. Marvin Turbyfill have sold their drycleaning

establishment in Parma, Idaho, to Claude Stacey and Mr. Bust.

Mr. and Mrs. Edward T. Tysko have announced plans to operate a drycleaning plant at 230 Second St. W., Kalispell, Mont.

Wiley's Cleaners, Washougal, Wash., has been purchased by Sam and Louise Davis, owners of Camas Laundry and Dry Cleaners.

Oregon Cleaners, 1515 S. Holladay, Seaside, Ore., has been purchased by Mr. and Mrs. A. O. Stewart.

John Andreassen has opened the new plant of Advance Cleaners, Blair, Neb., in which new equipment has been installed.

Lincoln Cleaners, 719 S.E. Sixth St., Grants Pass, Ore., has been sold by Mr. and Mrs. Robert Prehm to Mr. and Mrs. Lawrence Pollander.

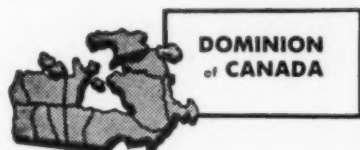
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for Thirty-seven Years

"Does your insurance pay you dividends?"

**NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE**

3820 Washington Boulevard, St. Louis 8, Missouri



Mr. and Mrs. Reno Johnson Godbout. The fire was attributed have purchased a cleaning plant in West Vancouver, B. C.

Burnett, Ltd., will build a cleaning-plant addition at 811 Chatham St., Montreal, Que.

Damage estimated at \$2,000 was caused by a recent fire at Kirby Cleaners, 332½ Dalhousie St., Ottawa, Ont., owned by Romeo

Mr. and Mrs. Orville Jackett have opened a drycleaning establishment at Fenelon Falls, Ont.

French Cleaners, Moose Jaw, Sask., has been purchased by Abe and William Libby and Leon Shaffer. The plant will be managed by Abe Libby.

OBITUARIES

Joseph Guss, 66, founder and president of Joseph Guss & Sons, Inc., drycleaning and laundry distributing firm of Washington, D. C., died unexpectedly September 26 at Atlantic City. Mr. Guss is survived by his widow, three sons and a daughter.

O. M. Ingalls, operator of a drycleaning plant at Palatka, Florida, died September 17 after a short illness. He was a member of the Masons. Survivors include his wife, a sister and two brothers.

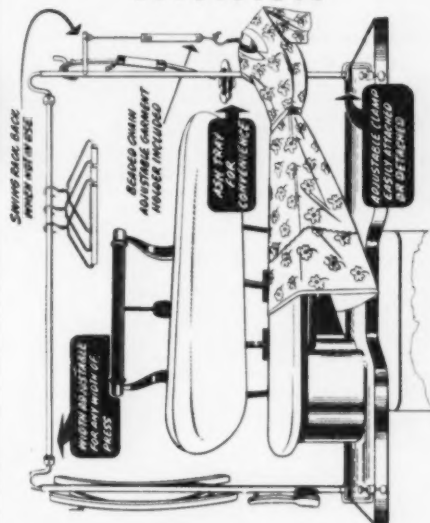
Ralph George Eisenhower, 61, owner of a drycleaning business at Harper, Kansas, died recently of a heart attack. He was a veteran of World War I, a member of the American Legion and A.F. & A.M. He is survived by his widow, a daughter, a son, a sister, a brother and three grandchildren.

John J. MacMahon, 72, president of The Carman Distributing Co., Omaha, Nebraska, died September 26. He was a native of Omaha and started his career there in the clothing business. In 1907 he purchased the Chicago Laundry in Omaha, which he operated until 1916 when he entered the laundry supply business and founded the present company which he actively headed

"ALL-IN-ONE" PRESS RACK

Keeps all the presser's tools right at his fingertips. A place for everything — even his cigarettes. No more time lost hunting misplaced tools. Give your presser a break. Including adjustable garment holder with beaded chain.

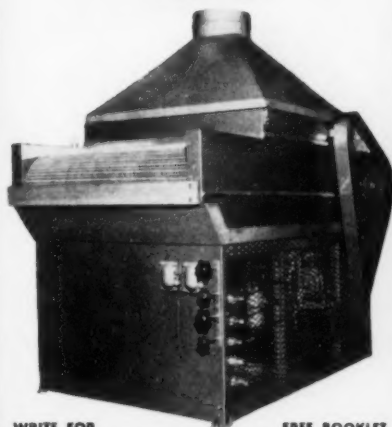
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INCREASE
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**Manitowoc
RECOVERY
TUMBLER**



COMPLETE
with large non-linting fan,
temperature regulator,
valve, fan stop, and Motor.
Ready for operation.

Add extra capacity to your present synthetic dry cleaning plant by installing this modern, highly efficient solvent recovery tumbler. Handles a 35-45 lb. load — enables you to tumble at the same time you wash-extract, thereby doubling your capacity, if you are using a single cylinder closed unit. If you are operating without a tumbler a Manitowoc will pay for itself by solvent recovery within the first year.

Finest corrosion proof construction, with direct, silent drive; no chains, belts or guards. Has 36" x 30" drum, large air ducts, temperature regulator. Highly efficient solvent recovery.

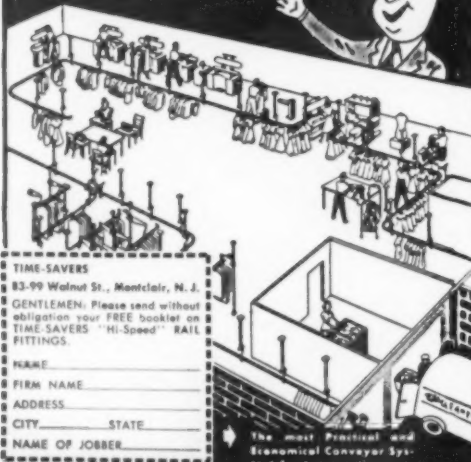
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A complete line of presses
with all steel construction
and six exclusive mechanical
features that will save you
time and money.



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Salt Lake City, Utah

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until the time of his death. Mr. McMahon was an active supporter of national and state associations and other industry activities. He is survived by his wife and a sister.

Robert E. Packham, 31, owner of Columbia Cleaners, Vancouver, Washington, died September 12. He was a graduate of Oregon State College and a member of the Elks. He had been in the drycleaning business since he was 14, working while at school with his father, Wally Packham of Vancouver. Mr. Packham is survived by his wife, two sons, his father and mother, a brother and a sister.

Hugo I. Schwarz, 68, a retired member of Valet, Inc., White Plains, New York, died September 11 at Mount Vernon, New York, after a long illness. He was an alumnus of Dartmouth and a past master of John Stewart Lodge of Masons in Mount Vernon. Surviving are five sisters and three brothers.

Fred Sperling, 57, manager for the past eight years of the Huebsch Manufacturing Co. of Milwaukee, died suddenly of a heart attack on September 22 at his home in Thiensville, Wisconsin. Surviving are his wife, two daughters, a brother and sister.

M. J. Stewart, 76, owner until his retirement several years ago of Habit Cleaners, Stockton, California, died recently after a lengthy illness. He was a member of the Masons. Mr. Stewart is survived by his wife and a sister.

Carl E. Tinglof, 68, operator of Miami Cleaners and Dyers, Milwaukee, Wisconsin, until his retirement a year ago, died September 23 of a heart attack. He was a member of Modern Woodmen of America. Surviving are his wife, four daughters and a son.

Calvin Van Meter, employed for 33 years by the National Marking Machine Co. of Cincinnati, Ohio, died suddenly September 22. Mr. Van Meter at the time of his death was an inspector in the marking machine assembly department.

John A. Wacaster, 48, operator until his retirement of Warren's DeSoto Cleaners at Tampa, Florida, died suddenly of a heart attack. Mr. Wacaster had served two terms as president of the Tampa Laundry and Dry Cleaners Institute. He is survived by his wife and six sisters.

National Cleaner & Dyer

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Removes Beer, Whisky, Fruit Juices, Food, Perspiration and Water Solubles on the Dry Side.

\$4.35 gal.



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Herbert S. Whilby, 52, operator of a drycleaning plant at Saginaw, Michigan, died unexpectedly. A native of Jamaica, B.W.I., he was a member of the Masons and Elks. He is survived by his wife, a daughter, a son and three grandchildren.

MEETINGS SCHEDULED

- November 8 and 9—Cleansing Plant Owners of Massachusetts, Annual Convention, Sheraton Plaza Hotel, Boston.
- November 21 and 22—Indiana Drycleaning and Laundry Institute, Annual Convention, Claypool Hotel, Indianapolis.
- November 29 and 30—Illinois State Cleaners and Dyers Association, Annual Convention, La Salle Hotel, Chicago.
- December 7—Wisconsin Drycleaners Association, Annual Convention, Schroeder Hotel, Milwaukee.

1953

- January 16, 17 and 18—Michigan Drycleaners Association, Annual Convention, Durant Hotel, Flint.
- January 17, 18 and 19—National Institute of Rug Cleaning, Annual Convention, Sherman Hotel, Chicago, Illinois.
- January 24 and 25—Louisiana Laundry & Cleaners Association, Annual Convention, Hotel Bentley, Alexandria.
- February 13, 14 and 15—National Institute of Cleaning and Dyeing, Annual Convention and Large Exhibit, Cleveland, Ohio.
- February 25 and 26—North Carolina Association of Launderers and Cleaners, Annual Convention, Ricks Hotel, Rocky Mount.
- March 5, 6 and 7—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Calgary, Alberta.
- March 18 and 19—Georgia Launderers and Cleaners Association, Annual Convention, Atlanta Biltmore Hotel, Atlanta.
- March 19, 20 and 21—Texas Laundry and Drycleaning Association, Annual Convention, Baker Hotel, Dallas.
- May 8 and 9—Laundry Owners and Dry Cleaners Association of Montana, Southern Alberta and Northern Wyoming, Annual Convention, Helena, Montana.

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Add five words if answers are to come to a box number to be forwarded by us. Extra white space at top, bottom or between lines doubles charges indicated.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

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CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other sections—**WHERE DO YOU WISH TO LOCATE? RICHARD J. MULLER—Lic. Broker, 89-16 184th St., Jamaica, 3, N. Y. Tel.: RPublic 9-3016.** 1451-2

CLEANING PLANTS—All sizes-locations. Excellent selected propositions. PLANT OWNERS—We can show you quick action. Have responsible buyers. We are America's foremost brokers. DAVID JARET COMPANY, 150 Montague St., Brooklyn 2, N. Y. Ulster 2-5600. Established over 29 years. 4154-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact **J. B. KANDEL, 131-39 228TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3291.** 4648-2

Do you want to relocate in the most progressive city in the Southwest? Original owner wishes to retire, offers his completely modern drycleaning, dyeing and laundry business at less than replacement cost of equipment alone. You pay nothing for 16-year-old established business that enjoys the finest reputation. Specializes in fine dye work. 1951 gross \$133,000. Fantastic terms to a qualified buyer. This is a genuine opportunity of a lifetime. Southwest Business Brokers, 2520 Cedar Springs, Dallas, Texas. Riverside 3073. 5197-2

DETROIT, MICHIGAN—For sale, 4 solvent cleaning plants with modern equipment, doing \$4,000 to \$12,000 per month. Reasonable price, low down payment, easy terms. KENT JENNINGS, Broker, 1864 Woodward Ave., Detroit 1, Mich. TE 1-7784. 5206-2

FOR SALE—SOLVENT PLANT IN CALIFORNIA. Leading wholesale and retail plant in town of over 100,000 population. With modern equipment. Established since 1925. Yearly gross \$150,000. Total price with real estate \$150,000, without real estate \$80,000 with long lease. **BELL WORTH INVESTIGATING** for the right party. **ADDRESS: Box 4930, NATIONAL CLEANER & DYER.** -2

RETAIL CLEANING and SHIRT LAUNDERING PLANT, in suburban Philadelphia, with chain of stores, \$185,000 annual volume, Navy and Army encampments nearby. Can be purchased with or without real estate. Partners disagree. One partner will remain as manager if required. **ADDRESS: Box 5024, NATIONAL CLEANER & DYER.** -2

Well established 140F solvent plant with cleaning capacity of \$2,000 a week. All new equipment. Good counter business. Suburb of Denver, near Rocky Mt. Arsenal. Real estate included, five-room house adjoins. Retiring on account of health. **ADDRESS: Box 5038, NATIONAL CLEANER & DYER.** -2

Excellent cleaning plant in expanding community available. Perfect location. \$1,000 weekly volume. Down payment \$10,000 gives you this ideal set-up. H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois. 5095-2

Modern solvent plant doing \$250 weekly, \$3,000. terms. Low overhead. **ADDRESS: 5131, NATIONAL CLEANER & DYER.** -2

FOR SALE—CINCINNATI AREA—Well-established retail plant grossing \$100,000 annually. Excellent reputation for quality and service. **ADDRESS: Box 5062, NATIONAL CLEANER & DYER.** -2

A REAL GOOD PLANT FOR SALE AT A REASONABLE PRICE OF \$40,000. Less than four years old. Hoffman 140F solvent plant. 1949 gross \$47,000, 1950 gross \$67,000, 1951 gross \$73,000, 4,000 sq. ft. of floor space includes shirt laundry. Good small city, good climate, excellent hunting and fishing. Top farming county in the nation, good industrial payroll. Good building lease, low taxes. A well planned plant, best of equipment, a money-maker from the start. The French Cleaners, 133 Caldwell Blvd., Nampa, Idaho. 5064-2

For Sale—Most modern drive-in solvent plant in county of north-eastern Ohio. Established 30 years. Steel center, 60,000 population, \$1.65 prices. Volume 1951—\$102,000, 32 employees. Very modern shirt laundry, 8,900-coat-capacity fur storage, 2—1952 and 1—1951 Chevrolet sedan delivery trucks, Building 52 x 100. Plant 18 x 54, New 50 H.P. automatic gas boiler. Location, heart of city on the main street. Will sell business, equipment and real estate or business and equipment only and lease building. Wonderful opportunity to expand. Selling on account of health. Write: Box 5074, **NATIONAL CLEANER & DYER.** -2

Solvent plant, 70 miles from Los Angeles, cool climate. No unions. Doing better than \$1,300 a week, two routes, 3 call offices. New metal individually motor-driven washers, Pantex presses, 40 H.P. boiler, still, etc. Priced to sell for present replacement cost of equipment only. Good-will free. Established over 10 years under present ownership. \$10,000 or less will handle. **ADDRESS: Box 5101, NATIONAL CLEANER & DYER.** -2

FOR SALE: WELL-ESTABLISHED, PROFITABLE DRY-CLEANING BUSINESS. Modernized equipment. Good location and reputation in north central Ohio, in business 30 years. Owner wishing to retire due to health. **ADDRESS: Box 5104, NATIONAL CLEANER & DYER.** -2

Solvent cleaning plant, New Castle, Pa. Established over 60 years. Strictly retail. 1951 gross \$172,000. Equipment and property in excellent condition, \$35,000 down, balance terms. **ADDRESS: Box 5105, NATIONAL CLEANER & DYER.** -2

Synthetic drycleaning business, 2 stores, each fully equipped for cleaning and finishing work, well-established, Volume \$70,000 per year. Long leases, good location, Long Island. Sacrifice, other interests. **ADDRESS: Box 5128, NATIONAL CLEANER & DYER.** -2

ESTABLISHED SOLVENT PLANT, NORTHERN INDIANA. ALL CASH-AND-CARRY. FINEST EQUIPMENT AND LOCATION. SACRIFICE PRICE INCLUDES REAL ESTATE. ADDRESS: BOX 5130, NATIONAL CLEANER & DYER. -2

Only drycleaning plant in 25-mile radius, adjacent Calumet Region. Cement block building built 1947, 26' x 40' Hoffman Ucon unit, 10 H.P. oil-fired boiler, all necessary finishing equipment, large delivery van. Shop central location. Over \$28,000 gross. **EXCELLENT OPPORTUNITY.** Price \$17,500. Write: Lowell Cleaners, Box 103, Lowell, Indiana. 5159-2

CLEANING PLANTS FOR SALE (Cont'd)

One of Baltimore's foremost cleaning plants. Volume for 1951, \$150,000, real estate on main artery, corner property 50 x 100'. All equipment less than 5 years old, individually motorized. 1-30 x 30" Hoffman washer; 1-36 x 54" Hoffman washer; 2-42 x 64" Hoffman washers; 1-40" Amico extractor; 1-48" Amico extractor; 1-10,000 gal. Butler filter; 10-30 x 36" drying tumblers; 5-1/2-ton panel trucks. Complete spotting, washing and finishing departments. Illness of one of the partners necessitates sale either whole or part. Person or persons financially responsible will need small amount of cash. ADDRESS: Box 5142, NATIONAL CLEANER & DYER. -2

For Sale—In the heart of the nation's fastest growing community—SAN FERNANDO VALLEY, CALIFORNIA, most modern WHOLESALE AND RETAIL solvent drycleaning plant. Built and operated by three partners. Employs competent staff. Two 1952 panel trucks. Amount of business warrants price over \$125,000. A steal at \$90,000. 50% cash will handle. WRITE: Box 5143, NATIONAL CLEANER & DYER. -2

DRYCLEANING PLANT—a gold mine in booming suburban town only 20 miles from Detroit, all modern equipment, also fur storage vault. GROSS \$70,000 YEARLY, mostly all cash-and-carry, 6-unit apartment building included. Can be bought with or without real estate. For details write: Lars Rystedt, Homer Realty Inc., 16120 West McNichols, Detroit 35, Mich. 5153-2

FOR SALE—GARMENT DYEHOUSE. YEARLY GROSS \$15,000—\$20,000. LOCATION: BOSTON, MASS. GIVE AWAY PRICE, \$6,500. ADDRESS: Box 5158, NATIONAL CLEANER & DYER. -2

Western Illinois, modern solvent plant, only plant in town of 3,000 population. Gross sales \$11,000. Will sell for \$7,000. Building 20' x 50'. Can be bought, leased or rented, very reasonably. ADDRESS: Box 5160, NATIONAL CLEANER & DYER. -2

MODERN DRYCLEANING PLANT and five branch stores. All cash-and-carry, good prices, monthly volume \$10,000. Will sell all or lease stores separately. Owner retiring. Established over fifty years. Write: Chas S. Allen Co., 600 E. 19th St., Bakersfield, Calif. 5161-2

Modern solvent plant in the heart of the famed Northwest Mt. Rainier area, is the sole cleaner in a 30-mile radius. Mild climate, 30 minutes from Tacoma. Noted hunting and fishing region. Owner wants to retire. Volume, at \$1.50 prices, is plenty right now for three to handle, could easily be built to 4-5 man operation. Owner nets between \$6,000 and \$7,000 yearly. Attractive nearly new cement-block building. Excellent equipment, all machines individually motor-driven, includes 1948 half-ton delivery truck. Priced for quick sale, \$12,000; \$6,000 will handle. This price covers plant and all equipment. ADDRESS: Box 5162, NATIONAL CLEANER & DYER. -2

Modern plant with drive-in, 52' front, 74' length. All modern new equipment. Town 10,000 population in one of Minnesota's best tourist towns. ADDRESS: Box 5163, NATIONAL CLEANER & DYER. -2

Well-equipped Hoffman solvent plant in growing "high per capita" income town. Purchaser must have \$7,500. Box 13, Freedom, Calif. 5164-2

Old-established solvent drycleaning plant. Wonderful location and reputation. Priced low for quick sale, everything including delivery truck at \$10,500. Good machinery, some new, in growing town in middle Tennessee. ADDRESS: Box 5165, NATIONAL CLEANER & DYER. -2

Modern synthetic cleaning plant, Zoric unit. Completely equipped with new Hoffman, Cissell, American machinery. Now grossing \$1,000 per week, prospects of doubling. \$30,000, half cash. C. E. Eubanks, Las Cruces, New Mexico. 5166-2

California petroleum plant, well-known, oldest established plant in 60,000-populated town. Five stores, three trucks. All modern equipment. Health forces sale. Priced right. ADDRESS: Box 5167, NATIONAL CLEANER & DYER. -2

LARGEST, MOST MODERN SOLVENT DRYCLEANING PLANT IN ALASKA. FULLY EQUIPPED AND LOCATED IN THE HEART OF ALASKA'S FASTEST GROWING CITY. GROWTH POTENTIAL GREAT DUE TO HUGE CONSTRUCTION PROGRAM. AN OUTSTANDING OPPORTUNITY. DOING \$240,000 ANNUALLY. INCLUDES SEVEN (7) TRUCKS AND REAL ESTATE. \$50,000 WILL HANDLE. WRITE FOR COMPLETE INFORMATION TO PEACOCK CLEANERS, INC., BOX 104, ANCHORAGE, ALASKA. 5168-2

For Sale:—One-half interest in old-established solvent plant and building in northwest WISCONSIN, college town, population 8,500. Gross \$26,000. ADDRESS: Box 5169, NATIONAL CLEANER & DYER. -2

Well-established drycleaning business in eastern WEST VIRGINIA, town 18,000 population, modern equipment, central location. Price \$12,500. Owner selling account of ill health. ADDRESS: Box 5180, NATIONAL CLEANER & DYER. -2

TO SETTLE ESTATE:—Midwestern solvent plant, full facilities, storage, 400 charge accounts, five trucks, well over \$100,000 gross; \$43,500. Also rug plant in new adjacent building, new wringer, extractor, tumbler, two dryrooms; \$16,500. Operate as one business or will sell separately. Reasonable rent or will consider sale of real estate. A real buy. ADDRESS: Box 5181, NATIONAL CLEANER & DYER. -2

Small drycleaning and laundry plant for sale in Long Island. Excellent location. Fulton Cleaners, 318 Hempstead Turnpike, West Hempstead, N. Y. HEMPstead 2-2082. 5189-2

For Sale:—Up-to-the-minute "Perk 40" plant, all equipment 3 years old, 25 minutes to downtown Los Angeles. In one block of 2 large food markets. Gross business \$3,500 per month. Long lease, low rent. Reason: 66 years old, wish to retire. Midway Cleaners, 134 W. Valley Blvd., San Gabriel, Calif. 5207-2

Cleaning plant northwestern Ohio, county seat, university town, over \$50,000 volume, three-fourths of business over counter, no soliciting. All equipment four years old or less in wonderful condition, some of which includes large Detrex unit, four presses, air vacuum, Adjusta-Form, silk puffers, hat machine, Tagomatic marking machine, slick rails, sorting wheels, 10 H.P. Kisco boiler, two Ford panels. Nice roomy brick building, 3-year lease with five-year option, \$90 per month. Price \$35,000. ADDRESS: Box 5208, NATIONAL CLEANER & DYER. -2

Ultra-modern synthetic plant located in beautiful shopping center in progressive town of 20,000 in northern California. Average volume in excess of \$2,000 a month. Lots of room for expansion. Fully equipped. Sacrifice \$13,500. WRITE: Box 5212, NATIONAL CLEANER & DYER. -2

Quality solvent cleaning plant, Canton, Ohio, \$35,000 and over per year. Large brick, tile building, and equipment new 1946. Price \$50,000. ADDRESS: Box 5213, NATIONAL CLEANER & DYER. -2

Fish in Florida, while you operate this well-established, well-equipped going business in the heart of the orange and mining section. \$7,500 will handle. Quality Cleaners, Fort Meade, Fla. 5190-2

Modern Sanitone solvent plant in New York state, 80 miles from New York City. Two buildings, two years old. Rent \$70 with option to buy. Two 1951 trucks. Gross will be over \$45,000. Price \$32,000 with \$10,000 down and easy terms for 5 years. Box 261, Millerton, N. Y. 5195-2

LAUNDRY & DRYCLEANING plant for sale: gross \$2,500 per week. Good possibilities to double volume. Excellent equipment. Country Club District. Chris J. Witherow, Barnum & Jordan Co., 316 Law Bldg., Kansas City, Missouri. 5214-2

For Sale:—Modern petroleum plant, good city, southern Michigan. Good prices and lease. \$30,000 gross 1951. ADDRESS: Box 5215, NATIONAL CLEANER & DYER. -2

Modern solvent cleaning plant, Council Bluffs, Iowa, population 85,000, volume \$900 to \$1,000 a week, net over \$17,000 per year, real opportunity. \$29,500, terms. PROPERTY SALES, 305 So. 42nd St., Omaha, Nebraska. 5216-2

FOR SALE:—Old-established solvent cleaning plant, in central Illinois county seat town. All modern equipment in good brick building. Business netting \$12,000 a year. Owner retiring. Price \$30,000 complete, 1/4 down. Address: Box 5217, NATIONAL CLEANER & DYER. -2

**BUY
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CLEANING PLANTS WANTED

WANTED-PLANTS-ALL KINDS-New York, New Jersey, Connecticut. **BUYERS WAITING-LIST YOURS, RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Tel. Republic 9-3016.** 873-1

Have buyers available for going cleaning plants. Send details on volume, equipment, prices, real estate involved, together with full asking price and terms. **H. L. Nelson, 1896 Elmwood Drive, Highland Park, Illinois.** 5096-1

BUSINESS OPPORTUNITIES

WANTED TO BUY-Chemical supply business that has name-brand agencies, catering to the drycleaners in Maryland or nearby states. **ADDRESS: Box 5120, NATIONAL CLEANER & DYER.** -11

WANTED TO LEASE

Plant wanted to lease with option to buy by man with 20 years experience setting up and operating plants. Will consider any location. Reply: **Box 5179, NATIONAL CLEANER & DYER.** -17

CLEANING STORE WANTED

CLEANING STORE WANTED, drop only, mid-Manhattan or Brooklyn. \$1,000 minimum. **FRANK DEUTSCHER, Broker, 16 Court St., Brooklyn, N. Y. Tr. 5-2313.** 5192-16

SITUATIONS WANTED

Technical spotter, employed, strictly sober, dependable, family man, wants manager's position, have small-plant manager's experience. Can be investigated, wants to advance self, drycleaning life trade. Permanency a must. Not best, above average. **ADDRESS: Box 4853, NATIONAL CLEANER & DYER.** -5

WORKING MANAGER, REPUTABLE SPOTTER, 20 years quality experience in all phases of the industry. Administrative and technical expert. University graduate. Prefer New England or Metropolitan area, or solid proposition in Florida. **ADDRESS: Box 5081, NATIONAL CLEANER & DYER.** -5

MANAGER OR SUPERVISOR'S position wanted with a future. Thorough knowledge of drycleaning theory and practice. N.I.C.D. and college graduate. Young, personable, married. New York City only. **ADDRESS: Box 5116, NATIONAL CLEANER & DYER.** -5

A working superintendent for 35 years, silk spotter and cleaner, working with white and colored employees. Capable of training in all departments. Age 50 years. **ADDRESS: Box 5176, NATIONAL CLEANER & DYER.** -5

Position wanted in quality plant, Hubbard and Loeb graduate with 20 years' experience. Expert silk spotter with expert knowledge and experience in all phases of drycleaning, including plant management and maintenance. 38 years old, colored, married. Would consider Wisconsin or Michigan location, but prefer northeastern Illinois, Chicago or suburban Chicago area. Please state salary offered. Prefer personal interview. **ADDRESS: Box 5183, NATIONAL CLEANER & DYER.** -5

MANAGER-SILK SPOTTER, 20 years' experience in all departments, married, sober, 38 years, wants steady position in quality plant. Prefer Maryland, Washington, D. C., Virginia, or Florida. **ADDRESS: Box 5185, NATIONAL CLEANER & DYER.** -5

Working Manager, NICD graduate, working now in petroleum plant, retail, in New Jersey. Experienced, understands wage incentive and production control. 31 years old, married. **ADDRESS: Box 5186, NATIONAL CLEANER & DYER.** -5

Expert silk spotter wants steady employment in a medium-sized retail plant, doing quality work, well experienced. Age 50. **ADDRESS: Box 5187, NATIONAL CLEANER & DYER.** -5

TOP-NOTCH PURCHASING AGENT-Dependable family man wants position as a purchasing agent for cleaning or cleaning and laundry plant. I have had 20 years of experience in all phases of the drycleaning field. Fully conversant with the purchasing of machinery, equipment, chemicals and all stock necessary to run an efficient plant. **ADDRESS: Box 5196, NATIONAL CLEANER & DYER.** -5

HELP WANTED

WORKING MANAGER for successful wholesale drycleaning plant in Albany, N. Y., to replace overburdened owner. Attractive salary and bonus. **ADDRESS: Box 5093, NATIONAL CLEANER & DYER.** -7

Wanted:-Working foreman to run solvent-type cleaning department in combination laundry and drycleaning plant, doing about \$45,000 per year in drycleaning. Must be able to do spotting and have a good labor-relations record. Plant located in central Connecticut. **ADDRESS: Box 5117, NATIONAL CLEANER & DYER.** -7

WANTED-Working manager for Virginia retail plant. Salary and bonus, or will lease plant and building to responsible party. **ADDRESS: Box 5177, NATIONAL CLEANER & DYER.** -7

EXPERIENCED WOOL SPOTTER to take complete charge of wool spotting department. Annual volume of plant \$150,000 to \$175,000. Plant located in central Pennsylvania. Starting salary \$75. **ADDRESS: Box 5191, NATIONAL CLEANER & DYER.** -7

Working manager-experienced in all details including spotting for retail high-quality cleaning store, midtown, New York City. Plant on premises. **ADDRESS: Box 5205, NATIONAL CLEANER & DYER.** -7

Quality white spotter and cleaner in solvent plant of medium-size. Good wages, vacation to sober honest man or will consider a partner. **ADDRESS: Box 5209, NATIONAL CLEANER & DYER.** -7

SPOTTER first-class on all types of work to take charge of spotting and cleaning departments in synthetic plant, 40 miles from New York City. Salary \$110. Fashion Cleaners, 352 Elm St., Stamford, Conn. 5211-7

SALESMEN WANTED

Salesman with large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. **Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y.** 3371-14

Salesman with contacts among drycleaners and laundries to sell straight pins, staples, office supplies and printing on profit-sharing plan. State experience and what contacts you have. **ADDRESS: Box 4337, NATIONAL CLEANER & DYER.** -14

SALESMEN WANTED-The most progressive business in the history of the industry has new territories available for top-flight executive salesmen. The opportunity to elevate to unbelievably high earnings is without equal-anywhere. We want to talk this over with energetic hustlers who can close a contract on first call. Liberal draw and commissions. Give all information about yourself in first letter. **STAN-NU CORPORATION, 110 SOUTH DEARBORN STREET, CHICAGO, ILL.** 5204-14

SALESMEN WANTED now calling on retail cleaners and dyers with and without units to sell printed items used by all cleaners and dyers. Commission basis, no investment required, commission on repeat orders. **ADDRESS: Box 5178, NATIONAL CLEANER & DYER.** -14

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LEARN TAILORING-Outstanding beginning method of making trousers, coats, vests, skirts. Study this authoritative **NEW BOOK, TAILORING SUITS THE PROFESSIONAL WAY** by Clarence Poulin. All basic operations shown in 198 clear, step-by-step drawings and photographs, accompanied by concise instructions. Includes cutting, pressing, stitching, measuring, adjusting. Also use of flatiron, pressing quality of cloths, how to remove old creases, gloss and scorches. \$4.50. See **FREE** for 10 days, then send money or return book. **CHAS. A. BENNETT CO., INC., 5212 Duroc Bldg., Peoria, Ill.** 5123-15

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AT LAST! Complete consulting service for your drycleaning problems at a fair cost. Solvent analysis and damaged-garment analysis. Send your solvent samples and damaged garments to: C. A. Gault, Drycleaning Consultant, 31 N. Summit Street, Akron 8, Ohio. 4132-25

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REWEAVING, ONE DAY SERVICE: Cigarette burns, moth-holes, tears, spots on garments, linens and rugs, like new. Small jobs returned same day. Send garments for estimate. Established 1910. American Textile Weaving Company, 5 North Wabash, Chicago. 149-29

A. A. A. WEAVING SERVICE. Holes, burns, tears and imperfections in garments and fabrics of all descriptions expertly re-woven by hand. **FINEST WORK AT NEW LOW PRICE SCHEDULE.** Save money on claims and adjustments. Sell this very profitable service to your customers. We pay postage one way. **A. A. A. WEAVING SERVICE, 1182 MADISON AVENUE, NEW YORK CITY 28.** 150-29

The **FRENCH TEXTILE CO.** is a good company to do business with. 428 Ave. A, Rochester 21, N. Y. 4992-29

RE-WEAVING—Saves and renews damaged garments. Contact us. Send garments for estimate. **MAGIC RE-WEAVING SERVICE—227 Ness Building, 28 West 2nd South, Salt Lake City, Utah. Phone: 4-4052.** 1629-29

"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully re-woven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to Wonder Weavers, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 3298-29

The **FRENCH TEXTILE CO.** does the finest reweaving in tropical worsteds. 428 Ave. A, Rochester 21, N. Y. 4993-29

WHAT IS REWEAVING? It is not a piece of fabric woven over a damage. We do **BLENDED** French weaving (the best of single-thread reweaving), including fancy weaves and gabardines. **WHAT IS PIECE WEAVING?** It is not a matched pull-thru done with a sharp latch needle. On this work, we actually **WEAVE** the edges perfectly (there is a big difference). We offer consistent service, moderate prices, and good planned profit. Our work and service will convince you we know what we are talking about. Copyright 1951. **WEAVE MASTERS, INC., 413 Race St., Cincinnati 2, Ohio.** 3503-29

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RE-WEAVING. A prompt, efficient, wholesale, MAIL-ORDER SERVICE at a very moderate cost. We **RE-WEAVE** the EXACT PATTERN in ALL FABRICS eliminating all traces of damage. **FRENCH WEAVING . . . both sides . . . IF YOU WISH.** Our complete re-weaving service will make you a satisfied customer. Write for **FREE SERVICE KIT** and **PRICING CHART** or send garment for estimate. Cincinnati Repair Service, 413 Race St., Cincinnati 2, Ohio. 4887-29

FREE SALES KIT—Including "easy-to-use" pricing guide and sales instructions, also display signs. Complete setup to handle **REWEAVING** as a profitable sideline. Retain good will by eliminating plant damages. With our complete **FRENCH WEAVING-OVERWEAVING-STOTING-RE-KNITTING** service, we can handle any size or type of damage. **LOW WHOLESALE** prices and profitable wholesale discount. **24 HOUR SERVICE** available on all garments. Free estimates. **GLOBE WEAVING SERVICE, 17 N. State St., Chicago, Illinois. Dept. B. "America's Leading Reweaving Service."** 4411-29

REWEAVING (Cont'd)

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Inweave and Wonderweave needles sold complete with illustrated instruction sheet, \$12 each. Replacement points, \$6 each. National Reweaving Service, 46 Whalley Ave., New Haven, Connecticut. 2776-23

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SAVE EXPENSIVE SEWING LABOR with iron-on adhesive products. Patch linings, tacks cuffs, close open hems, repair rips, reinforce knees, seats and worn areas neatly, quickly without sewing. Write for **FREE PROVE-IT-TO-YOURSELF SAMPLES.** Thermoplastic Adhesive Products, Box 417, Mount Vernon, N. Y. 4902-8

CERTIFIED LEATHER CLEANERS. Leather and suede cleaning and redyeing. 3-day service. Repair work is factory-done. All garments fully insured while in our possession. Jackets—leather \$3.00 up—suede \$2.50 up. You double your money. Our 35th year. **CERTIFIED LEATHER CLEANERS, 407 E. Washington Street, Charleston 1, West Virginia.** 5068-8

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For Sale—Automatic steam generator, Cleaver-Brooks, 60 H.P. This generator can be seen in operation and has been in use since May 5, 1947, and is in perfect operating condition. This generator is for sale only because we must expand our plant. For further information contact: **Piedmont Laundry, Orange, Virginia.** Phone 7210. 5193-36

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Wanted—To buy one 3,000 gal. filter and one 5,000 gal. filter. Must be in perfect condition. Braff Tailors & Cleaners, 11 School St., Greenfield, Mass. 5188-3

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Ayr-Mor or Mercury drycleaning units; Hoffman Model X presses. Armstrong Machinery Company, Atlanta, Georgia. 5107-3

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NEW 135 GALLON VERTICAL SOLVENT STORAGE TANKS. Steel, cone bottom, mounted on legs. For special price for limited time \$25 each f.o.b. Cincinnati. Write or wire The American Laundry Machinery Company, Cincinnati 12, Ohio. 4973-4

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Hoffman 9-70 x 54" all-metal drycleaning washers, also 5-60" extractors. Perfect condition. Colonial Dye Works, 1360 Seneca Ave., Bronx 59, N. Y. Kilpatrick 2-5700. 5136-4

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Prosperity 6A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably; can arrange terms. Trade-ins accepted. **IMPERIAL LAUNDRY MACHINERY CO.**, 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585. 5200-4

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FOR SALE:—1-30 x 30 HOFFMAN Ucon unit, complete \$3,000. ADDRESS: Box 5175, NATIONAL CLEANER & DYER. -4

American extractor, 26" belt-driven, \$75. FOB Wheeling. McClaskey Cleaners, Box 321, Wheeling, W. Va. 5182-4

BRAND-NEW—Save \$100.00. Cissell 3-head puff iron (mushroom, shoulder, sleeve). Deluxe ironing board (perforated metal) with iron, \$200. H. Vartanian, 420 No. 57, East St. Louis, Illinois. 5184-4

We offer for sale, FOB Birmingham, the following: 1—brand-new, perfect condition American Zoric unit for store-front plants, in white enamel, \$4,500; 1—Purkett "Big-Mouth" conditioning tumbler in 72" size, in perfect operating condition, \$1,250; 1 year-old Hoffman XW-1 hot head mushroom press for silk finishing, used only six months, \$350; 1 year-old Hoffman Q-3 ladies' dress steam form in good shape, used only six months, \$250; 1 almost new Hoffman SUCO-25 offset hothead with attached ironing board, this piece in perfect shape, \$400; 7—American Zarmo and Zarmotte air-operated laundry presses around 10 years old, but operating in good form. Reasonable offer. All these items are on hand at 501 South 24th Street, Birmingham, Alabama, for examination; contact me at that address. Percy W. Brower, Jr., President, The Domestic Laundry Company. 5170-4

SUPER ZORIC 3015 double cleaning unit with extraction and double reclamation unit. Make offer. **SUZIE-Q** deluxe garment finisher Model C, \$175. New. A. C. Lawrence, 5744—12th Avenue South, Minneapolis, Minnesota. 5171-4

In use 3 years, a complete plant:—1-15 HP automatic fuel-oil steam generator; 1-water return system; 2-275-gal. fuel-oil tanks; 1-Hoffman vacuum system (4 presses); 3-XC05 Hoffman utility presses; 1-XC05 Hoffman mushroom press; 1-30 x 40 Hoffman motor-driven all-metal washer; 1-1300-gal. Hoffman filter; 1-26" Hoffman motor-driven extractor; 1-36" Hoffman tumbler (Ucon); 2-120-gal. Hoffman storage tanks; 1-Glover spotting board; 1-finisher board and steam iron; 1-cash register; 1-billing register; 6-drycleaners baskets. Will sell all or part. ADDRESS: Box 5198, NATIONAL CLEANER & DYER. -4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

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FILTERS (4) 8000 gals. 2 Hoffman and 4 Butler, with Monel metal plates and scrapers, \$700 each.

All in very good condition and operating. Lichtenstein Gen'l Dry Cleaners Corp., 808 E. 139th St., Bronx, N. Y. LUdlow 5-1550. 5203-4

Drycleaning washer for sale 30 x 36", motor-driven, filter and pump; an oil-fired boiler, 100" American return ironer; hot water heater; extractor; wet washer. Prices very reasonable. ADDRESS: Box 5218, NATIONAL CLEANER & DYER. -4

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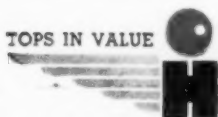
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